

*The* BOOK of  
DIAMONDS

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1916 DeLUXE EDITION



BARNARD & CO CHICAGO

**NEW ADDRESS**  
S. W. CORNER WABASH & MONROE, CHICAGO.



### Our Legal Guarantee

Every diamond, every article in this book we guarantee to be exactly as described and pictured. To insure your perfect satisfaction we ship for free examination, at our expense, without obligating you to buy.

Then if you decide to purchase, we protect you with a written, bankable Legal Money Back Guarantee—the most liberal contract ever given with a Diamond. You will find our cash refund and exchange offers the broadest issued in the entire diamond business.

BARNARD & CO.

CHICAGO

Series No. \_\_\_\_\_

**DE LUXE EDITION**

*For the use of* \_\_\_\_\_

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## CONFIDENCE!

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Diamond dealers like to say: Have confidence in us, take our word for everything when you buy your diamond. Barnard & Co. offer you a new, square deal where blind confidence gives way to FACTS. We don't ask you to believe, we ask you to SEE. So because we ask for no money in advance, because we ship for Free Examination, confidence becomes unnecessary; you can buy with the same assurance of getting value and satisfaction that experts do. Our best reference is our bargain values which you see before paying any money. This letter from a National Bank will show that we are entitled to your utmost confidence even though it isn't needed.

JAMES C. KELSEY, Vice Pres't  
HENRY WITTEKIND, Vice Pres'b

OTTO E. FREUND, Pres'd

WALTER H. CREBER, Cashier,  
H.C.W. LAUBENHEIMER, Asst Cashier

## THE ROGERS PARK NATIONAL BANK

7044 N CLARK ST COR GREENLEAF AVE.

CAPITAL \$ 50,000.00 SURPLUS \$ 10,000.00

\* DIRECTORS:  
JACOB BEST, JAMES C. KELSEY;  
OTTO E. FREUND, HENRY WITTEKIND,  
W. H. HIMMEL, W. H. CREBER,

CHICAGO

July 1, 1915.

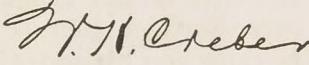
### To the Readers of the Book of Diamonds:

Barnard & Co. are customers of this Bank and carry a satisfactory account with us. In our opinion their representations may be relied upon, and we believe they will carry out any contract they make.

Prospective purchasers are in our opinion entirely safe in remitting with their orders, although we understand this is not required under Barnard & Co.'s methods.

Very truly yours,

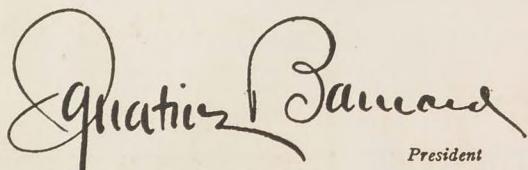
ROGERS PARK NATIONAL BANK,

  
Cashier.

THIS INFORMATION IS ONLY AN OPINION AND IS  
NOT TO BE CONSIDERED AS A BUSINESS COURTESY.  
IT IS NOT A MATTER OF PURELY BUSINESS IN ANY WAY WHATSOEVER.  
IT IS THE PROPERTY OF THE BANK.

## OUR PLEDGE:

To tell the exact Truth about our Diamonds and Jewelry; to understate rather than exaggerate quality, value and price; to give fullest values, "THE MOST FOR THE MONEY"; NO ONE CAN UNDERSELL US; to safeguard every customer against dissatisfaction by iron clad guarantees; to make good instantly every Money Back contract; to give interested personal attention to every letter; to ship every order the day received unless engraving or special work requires more time; to maintain so high a standard of quality that no equal shall be found; to check and pack and ship orders and gifts with painstaking care; and to serve every customer with efficiency, courtesy and all the ample resources at our command.

  
Ignatius Barnard

President

# This Diamond Book

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brings to your home certain advantages for buying diamonds that can be secured in no other way. It gives you the right to buy DIRECT FROM THE DIAMOND IMPORTER, at far less money than jewelers can sell, less even than they can BUY. Here you have endless VARIETY that will satisfy your every need. Here you have the chance to choose just the size, quality, price and style that you want. Here you have responsibility of a nation-famous big house, and GUARANTEES that go beyond anything heretofore devised for your safety and protection. Here you have all that you could get by a costly visit to the big cities of Europe; inside prices; factory facilities; life-like pictures; in a word, what is proven the IDEAL WAY to buy diamond jewelry and watches. And then to make absolutely sure of serving you to your complete satisfaction, we ask you to LOOK at our expense—to send for anything that interests you, just as you would ask a store-keeper to show you his wares; buy if satisfied; if not return, again at our expense.

This catalog is your invitation to SEE one of our diamonds in your favorite setting—absolutely without obligating you.

# GENUINE Blue White Perfect Cut DIAMONDS \$88 Per Carat

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It is difficult to restrain our enthusiasm in describing the beauty of these diamonds.

The lowness of our price does not tell the story, for we guarantee that no jeweler can match them for \$150 per carat. Our direct importing saves you the difference—no middleman gets it. Think of it! These diamonds are the world's finest Blue White color, the one standard color that every one wants in a diamond. Then we guarantee every diamond PERFECT CUT with the new American cutting that gives each diamond an extra large appearance. And the brilliancy is the richest, fullest, most fiery and perfect you ever saw. The first thing you'll say when you see one is, "how beautiful," and then you'll ask, as everyone does, how can you sell such beautiful diamonds for \$88 per carat, small sizes as low as \$50 per carat? The answer is, DIRECT CASH IMPORTING, many sales each at a small profit, cash methods which require no payment in advance.

## Here are Our Money-Saving Prices

$\frac{1}{8}$ Carat \$6.25 (Only \$50 per c.)	$\frac{1}{4}$ Carat \$15.50 (Only \$62 per c.)	$\frac{3}{8}$ Carat \$29.00 (Only \$77 per c.)	$\frac{1}{2}$ Carat \$40.25 (Only \$80.50 per c.)	$\frac{5}{8}$ Carat \$52.50 (Only \$83 per c.)	$\frac{3}{4}$ Carat \$64.25 (Only \$85 per c.)	$\frac{7}{8}$ Carat \$77.00 (Only \$88 per c.)	1 Carat \$88.00 (Only \$88 per c.)	$1\frac{1}{4}$ Carat \$115 1 $\frac{1}{2}$ Carat \$138

We carry a big stock of every possible size in stock, ready to set in any mounting you select. Think of the endless variety this gives you! In addition to the above sizes we have  $\frac{1}{3}$  carat sizes at \$24.88;  $1\frac{1}{8}$  carat sizes at \$99; and 2 carat sizes at \$190. Our  $\frac{1}{2}$  carat sizes are cut to show the surface of  $\frac{3}{4}$  carat diamonds, and every size shows the same relatively larger appearance. We specialize in extra large sizes,  $2\frac{1}{2}$ , 3, 4, 5 and up to 10 carats. Prices on large sizes will be furnished specifically on request.

## You pay only Factory-cost for Mountings

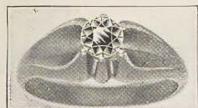
Here's another big saving: you pay only actual factory cost on all the 14k. solid gold and platinum mountings, the hundreds of new styles we show in this book. Our own factory is the reason. You'll find our prices for mountings  $\frac{1}{2}$  and less what others ask. Here are

### Two Sample Values



14k. solid gold Tiffany style solitaire mounting, up to  $\frac{1}{4}$  carat sizes.

\$1 75



14k. solid gold 6-tooth men's favorite solitaire, all sizes.

\$4 50

## Here are DIAMOND FACTS you need to buy intelligently

There are only a few things that make up the value of a diamond: color, cutting, brilliancy, perfection and carat weight. When experts buy that is all they consider. Any one can easily compare colors and learn what fine blue white is, what "off color" means; what bad flaws are, what poor and good cutting and shape are; and what rich brilliancy means. When you select your diamond from this book, you get a Legal Guarantee of Color, and every other quality of the diamond, including the carat weight and actual value. In this way you know you are getting exactly what you pay for. Our "see before you pay" system, combined with our Legal Guarantee, give you the only safe way to buy your diamond.



**Too Deep**  
Most dealers have only this shape. They show too little surface for the carat weight; and are poor in brilliancy. Not a good investment.

**Too Shallow**  
These diamonds are "dead", without life or brilliancy. The flat top and bad shape are undesirable for both investment and appearance.

**New Perfect Cut**  
Known as the "American" cut. Brilliance perfect. Gives largest appearance for your investment. Every diamond in our stock is perfect cut.

## Diamonds a Guaranteed Investment

The rapid rise in value of diamonds is well known by all. There have been years when prices have gone up as much as 25 per cent in twelve months. This was true in 1913. Experts agree that the average increase is about 15 per cent per year. Certainly no other investment can be enjoyed as you can a diamond, while the value is growing. Of course you must buy at the right price to get the full benefit of the increased value. And if you buy from Barnard & Co. the guaranteed cash refund contract enables you to convert it into cash instantly.

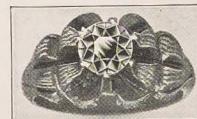
## Startling Bargains in DIAMONDS



Order No. 4D2001

Genuine perfect cut diamond, \$15.50; set in 14k. solid gold Tiffany style ring, \$1.75. Value \$30. Complete

\$1 725



Order No. 4D2002

1 carat blue white, genuine perfect cut diamond, \$88; set in heavy hand carved lion's paw ring, \$6.88. Value \$160 complete,

\$94 88

## Our Mail Plan the Ideal Way to Get Diamond Satisfaction

The first idea in your mind is to get your money's worth; second, to know exactly what you are getting in color and quality; third, to choose the setting that satisfies your individual taste; fourth, to get the most liberal guarantee; fifth, you consider your convenience in buying. From every standpoint our offer will win your approval. Here is a perfect combination of startling fine quality, at half the price, endless variety of stylish settings, world's only bankable guarantee, and best "see before you pay" plan.

### You Can Select any Diamond; then Select any Mounting

We show in this Book of Diamonds over 1,000 different styles of diamond mountings, including rings, scarf pins, La Vallieres brooches, bar pins, etc. It is plainly impossible for us to show every piece 14 times with the 14 carat sizes of diamonds. But you can still get any mounting with any carat size of diamond you prefer. Just say, for instance, that you want mounting number 4D2001 with a  $\frac{1}{8}$  carat diamond; or a  $\frac{3}{8}$  carat diamond, or a 1 carat diamond, or any other size that you wish. The same choice is true of every mounting we illustrate in this book.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**



# Bankable Money Back Guarantee



With every diamond we give you this written Legal, Money Back Guarantee. It is the only BANKABLE cash refund contract given in the diamond or any other business. It is absolute, perfect protection. Disappointment becomes impossible when your diamond is covered by its protection; because in the first place you have risked not even a penny; you have examined the diamond at our expense, and found its appearance surprisingly beautiful; you have a legal guarantee of the color, carat weight, quality and value; and you can turn it into cash, or exchange it as explained below. Any attorney or court will recognize the validity of this contract. Here's the one big reason for selecting your diamond from our book, of greater importance to you even than our world's lowest prices.

## Your Questions and Our Answers

I am not a judge of diamonds. How can I be sure to get my money's worth?

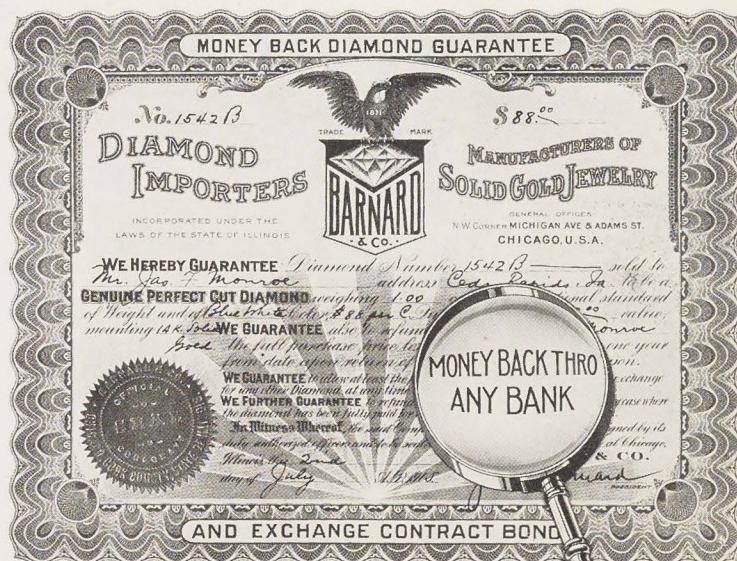
*Send for one of our diamonds and compare it with others. You don't need to be an expert to recognize a big bargain. Send it back if you don't want it.*

Suppose I changed my mind after accepting the diamond and wanted to return it?

*Our Money Back Guarantee gives you the right to return for cash refund or exchange for any reason, or no reason.*

In plain English, we guarantee to satisfy you in every way, and you are the only judge.

Small Size Photo of the Famous Barnard Guarantee



## Here are Your Rights, Legally Guaranteed.

You can return any diamond bought from us, at any time within one year, direct to us, or through any bank in America, and we will at once, without delay, red tape or quibble refund the full price in cash, less 10%. You can return any diamond bought from us at any time, and we will give you credit for the full price paid, in exchange for any other of equal or greater value. Absolutely no time limit.

The carat weight, color, quality and value are all legally certified.

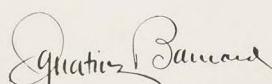
## Don't Buy "Terms" Buy Diamonds

Don't be misled by "Easy payments" talk. Stop a moment and think, some one has to pay those losses and collection expenses. Which do you want, your money's worth, or "terms?" You can't get both. If you buy on "time" you must sign a chattel mortgage, and assign your wages. And you can't buy by the carat, or get a Money Back Guarantee. Here's a suggestion: If you haven't the ready money to buy a large diamond, buy a small one and later exchange it. We guarantee to match any installment value for less than half the money.



## I Personally Guarantee

*the carrying out of every promise and guarantee, and the truth of every statement in this Book. In addition you have a guarantee of the Government of the United States that we will make good every claim of guarantee, quality, value and price; for if we did not we would be using the mails to defraud, and I would be subject to imprisonment if I in any way violated our contract.*

  
President

## Still another Money Back Guarantee:

If you prefer for any reason to remit at the same time as you order: We'll gladly ship for free examination; but if you have dealt with us before, or require extra speed or secrecy, or for any other reason wish to pay in advance, we guarantee in addition to the above to refund the full price any time within 30 days. Of course you get our Bankable, Legal Money Back Guarantee, too.

## Always Buy by Carat Weight

Diamonds are sold by the carat from the mines to the cutters; by the cutters to us; by us to you. It's the only honest way. Every jeweler, even an installment house, every one who handles diamonds buys by the carat. Why don't they sell by the carat? Only one answer possible; they can't meet our per carat price, and so they dare not tell you the real price per carat they are asking. While there's no law against selling a diamond ring at "Special Value \$50" without stating the carat weight, why buy without knowing what you are getting?



# Send No Money! Examine Free!

Never mind the money. We want you to SEE the diamond first. We'll set any size diamond in YOUR OWN CHOICE OF SETTINGS. Then we'll ship to your nearest Express office or bank; allow you to examine, test, compare the quality and value in any way you wish. That's how we get our thousands of satisfied customers. We invite you to LOOK, too.

## Absolutely no obligation to buy or to pay any money!

We pay every cent of expense. We ship everywhere in the U. S. A. If there's express delivery in your city, you examine right in your own home. Buy if you feel that you're getting the biggest bargain value you ever saw. If not perfectly satisfactory, just order it returned at our expense. Mail in your selection right away. Reserve your decision until you examine the diamond. Could anything be more liberal or fair?

## Simple Instructions for Ordering from this Book.

Just tell us what carat size diamond you want, then what catalog number of mounting, ring size, finish on mounting. That's all. Either write a letter in your own words, or fill out our regular order blank. Remember, you're not obligated to buy or to pay any money, and you're the judge of whether you want the diamond we send you. Don't forget your address and shipping directions.

**We ship same day we get your order or letter**

### 12-hour Service

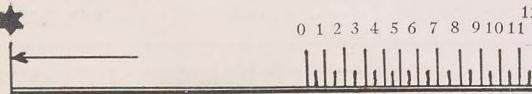
We have so complete a stock of diamonds and mountings, such wonderful factory facilities, that we can now promise to ship your diamond the same day your request reaches us. Even where mountings must be made to your order, or engraving is required, we ship the next day at the latest. We have made many friends by our promptness in shipping. You can depend on us to give your order 12 hour service.

### We Prepay Postage or Express

on every article selected from this Book of Diamonds, including even French Ivory Toilet ware, carving sets and other heavy packages. You need pay only our low price as quoted, not one cent more.

## Easy to get Correct Ring Size

Just cut a narrow strip of paper so it measures around knuckle of finger. Measure from star at left end. Size will be shown at right end. Short lines are half sizes.



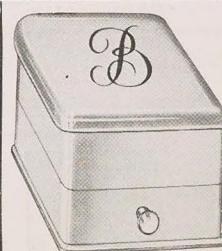
—Then pin the paper strip to your letter or order like this:



## ENGRAVING FREE!

We engrave inscriptions in rings, and monograms on lockets, watches, etc., absolutely Free. And we employ the best artists in the country for this purpose. Engraving that passes our inspection will most certainly please the most fastidious. Goods ordered engraved must be paid for when ordered, and cannot be returned where we have carried out instructions correctly.

## Real French Ivory Jewel Cases FREE



Engraved with Initial

We import them from Saxony. They are the finest jewel case given with diamonds. Wonderful for gift giving. Given free, including inlaid initial, with all diamonds larger than  $\frac{3}{8}$  carat.

## Two Ways to Order Diamonds—Take your Choice—Both Safe!

### Send No Money in Advance!

Select any diamond, then select any mounting from this entire book. Write a letter in your own words, or fill out our handy request blank. Don't overlook ring size, engraving or other special instructions you want us to carry out. Then tell us your nearest express office or bank, in whose care you wish the goods sent for free inspection. Then examine without obligation to buy.

### If You Wish to Remit with Order

Some folks prefer to remit at the time they order, because they have had previous satisfactory dealings with us; or because they desire to keep the price of a gift secret, or for any other reason. If you wish to order in this way, we protect you as thoroughly as if we shipped on approval; we give you 30 days' free trial; if you choose to return the goods within this period we guarantee to **return all your money** at once.

## Expert Personal Service

We have diamond experts, with a life-time of experience; designers of platinum, gold and silver mountings and jewelry; in fact a complete organization of men who have devoted their entire efforts to their special line of work and who have attained national and even international recognition. This expert personal service is yours to command. Your every letter and order will receive the best these men have to offer. Now on my personal assurance that we can save you at least one-half on your diamond, send me your selection. Then reserve your decision until you SEE it.

*Albert Barnard*  
President

If You can't wait for the Mails, Telegraph Diamond Orders Collect

BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# "I Am Delighted" "I Am Delighted"



**Write Thousands!** After all, it isn't what WE think, or what WE claim—what do our customers think about our diamonds?

That's the acid test. And so when we get scores, hundreds, thousands of letters like the few reproduced here we know our every claim of low price, and fine quality is justified. The mere fact that our sales are VOLUNTARY ACCEPTANCES of C. O. D. shipments AFTER examination is enough to prove that we are actually giving \$150 per carat values for \$88 per carat.

From a Railroad Man	From a Lawyer	From a Retired Diamond Expert	From an Express Agent	From a Bank Cashier
<p>I have made a thorough inspection of the diamond you shipped me, and I find it better quality than I expected for the price. It may interest you to hear that I made a study of local prices and I found that I have saved nearly 60%. I am highly pleased, and will certainly buy from you again, and recommend you to my friends.</p> <p>Kans., 6-21, 1915.</p>	<p>Thank you for prompt shipment. Both I and the "only girl" are delighted with the diamond and mounting. I am satisfied that I saved more than \$100 on this 1½ carat ring, so I feel that this letter is due you.</p> <p>Wis., 6-1, 1915.</p>	<p>I am more than pleased with the diamond you sent me in care of the First National Bank. I think I am somewhat of a judge of diamonds, as I have been handling them for over 50 years. It is more than I expected for the money. I consider your price fully 20% under wholesale.</p> <p>Ohio, 5-25, 1915.</p>	<p>Have just received diamond ring, and paid the balance of \$385.50 on the exchange. I am even more delighted with this diamond than with the first one. I don't think I could duplicate it for \$1000. Will write you again in July when I expect to get a 2½ carat stud.</p> <p>Nebr., 5-15, 1915.</p>	<p>The ring received and delivered to me this morning. It is a beauty and I know from experience could not be duplicated at anywhere near the price from a retail jeweler. I wish to thank you for the very prompt and courteous manner in which you have dealt with me; and will take pleasure in referring my friends to you. You can depend on getting my future orders.</p> <p>Ark., 6-4, 1915.</p>

Originals of these, and endless other letters open for inspection at our office  
SEND for a DIAMOND for FREE EXAMINATION: WE'LL DELIGHT YOU!

### Every transaction kept confidential

The same privacy that is accorded your affairs by your banker, is carefully safeguarded by us. We are proud to number among our patrons eminent men in all walks of life; lawyers, physicians, bank and railroad officials, State and Government officials, etc. You can safely consult us about engagement, wedding and other gifts, or other personal matters, with assurance that every transaction will be kept confidential.

### Special Designs Made Up FREE

#### New Mountings for Old Jewelry

You can remount your old family jewels for surprisingly little cost. Our own factory facilities give us a big advantage, and enable us to save you the waste of the usual middlemen. There are no special directions needed to avail yourself of this free service. Just tell us in your own way what you want us to work out and we'll do the rest promptly.

#### Price List of Mountings

We furnish 14K solid gold and platinum mountings at remarkably low prices. As these are invariably made to order and priced without profit, we request that you remit at the time you order. Any mounting desired, not quoted in this list, will be priced on request.

14K solid gold Tiffany style mounting.....	\$2.50	14K solid gold solitaire scarf pin.....	\$2.88
14K flat belcher.....	3.88	14K solid gold solitaire stud.....	1.88
14K 6 tooth.....	4.88	14K solid gold ear screws, pair.....	2.88

### Every order and letter acknowledged

Where special work delays shipment until the next day, we acknowledge receipt of the order, and state when shipment will be made. We also acknowledge and promptly answer every letter, remittance, returned package of goods, etc. You can help us give you this perfected service, by always stating your permanent address, and always using the same name and initials in your letters. If you change your address give us both the old and new address.

### The Extra Care We Give to Packing and Shipping Your Gifts

When jewelry purchased from us is intended for gifts for Christmas, birthdays, anniversaries and weddings, and other occasions, we devote special care to packing and shipping. We pack every article in gift cases of surpassing beauty; we have the piece perfectly polished or cleaned; we attend to your instructions about enclosures, shipping, etc., with painstaking exactness. We have been repeatedly complimented on the thoroughness of this work. You can be sure that your every wish will be faithfully followed in ordering your gifts from this book.

### How to Return Goods

whether for repair, refund, exchange or appraisal. Address plainly, Barnard & Co., N. W. Cor. Michigan Ave. & Adams St., Chicago. Put your name in the upper left hand corner. Write us under separate cover, stating your wishes. In every case where refunds or exchanges are desired, the guarantee must be returned also.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**

# Tiffany STYLE SOLITAIRE Diamond Rings

9

The DeLuxe Engagement Solitaire of America. Supreme beauty of diamond, perfect grace in the setting, combined. And the price guaranteed to save you more than what jewelers ask. The one solitaire ring desired by every girl. Correct for the engagement gift, correct as well for Christmas, birthday, and other gift giving occasions. Send no money—SEE your size, then decide. Comes to you with the protection of our Bankable, Money Back Guarantee. \$150 per carat value for only \$88 per carat. Small sizes as low as \$50 per carat. Order now for Free Examination.



**Order No. 4D2003**  
1/8 carat blue white  
perfect cut dia-  
mond, \$6.25; 14K  
mounting, \$1.75.  
Complete, \$8.00

**Order No. 4D2004**  
1/8 carat blue white  
perfect cut dia-  
mond, \$10.50; 14K  
mounting, \$1.75.  
Complete, \$12.25

**Order No. 4D2005**  
1/4 carat blue white  
perfect cut dia-  
mond, \$15.50; 14K  
mounting, \$1.75.  
Complete, \$17.25

**Order No. 4D2006**  
1/8 carat blue white  
perfect cut dia-  
mond, \$24.88; 14K  
mounting, \$2.00.  
Complete, \$26.88

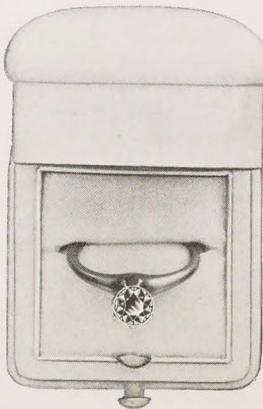
**Order No. 4D2007**  
1/8 carat blue white  
perfect cut dia-  
mond, \$29.00; 14K  
mounting, \$2.00.  
Complete, \$31.00

**Order No. 4D2008**  
1/16 carat blue white  
perfect cut dia-  
mond, \$34.88; 14K  
mounting, \$2.25.  
Complete, \$37.13

## ENGAGEMENT SOLITAIREs at Half Price!

**Engraving Free.**  
See page 7 for ring  
size measure and  
ordering directions.

**French Ivory  
Jewel Cases**  
FREE like illustration.  
Any initial  
inlaid Free.



**Order No. 4D2010**  
1/2 carat blue white perfect cut  
diamond, \$40.25; 14K mount-  
ing platinum setting, \$4.88.  
Price complete, \$45.13

Shipped for your inspection the same day your request comes in. Write today. Give ring size.

**Order No. 4D2009**  
1/2 carat blue white perfect cut  
diamond, \$40.25; 14K solid  
gold Tiffany style solitaire  
mounting, \$2.50.  
Price complete, \$42.75



**Order No. 4D2011**  
1/8 carat blue white perfect cut  
diamond, \$52.50; 14K  
mounting, \$2.88.  
Complete, \$55.38



**Order No. 4D2012**  
1/4 carat blue white perfect cut dia-  
mond, \$64.25; 14K  
mounting, \$2.88.  
Complete, \$67.13



**Order No. 4D2013**  
1/8 carat blue white perfect cut dia-  
mond, \$77.00; 14K  
mounting, \$2.88.  
Complete, \$79.88



**Order No. 4D2014**  
1 carat blue white perfect cut dia-  
mond, \$88.00; 14K  
mounting, \$2.88.  
Complete, \$90.88



**Order No. 4D2015**  
1 1/8 carat blue white diamond, \$99.00.  
14K mounting \$2.88.  
Complete, \$101.88



**Order No. 4D2016**  
1 1/4 carat blue white diamond, \$115; 14K  
mounting, \$2.88.  
Complete, \$117.88

## No Money in Advance! How to Order:

Simply write us what ring you want to examine under our free inspection plan. Don't forget ring size. We'll ship the same day your request comes in. We pay every cent of expense, and you're not under the slightest obligation to buy. On the contrary, we'll thank you for the chance to show you our wonderful bargain values. You'll not be urged or influenced. Decide on your own judgement. Order today.



**Order No. 4D2017**  
1 1/2 carat blue white diamond, \$138.00;  
14K mounting, \$2.88.  
Complete, \$140.88



**Order No. 4D2018**  
2 carat blue white diamond, \$190.00;  
14K mounting, \$2.88.  
Complete, \$192.88

## Bankable, Legal Money Back Guarantee with Every Ring

The only bankable cash refund contract in the entire diamond business. Gives you the cash instantly. Simply return direct or through any bank, and you get the money by return mail. 90% cash refunded any time within one year; full purchase price allowed in exchange forever. Carat weight, color, quality and value all legally certified. You buy as safely as any expert when you protect yourself with the Barnard Guarantee.

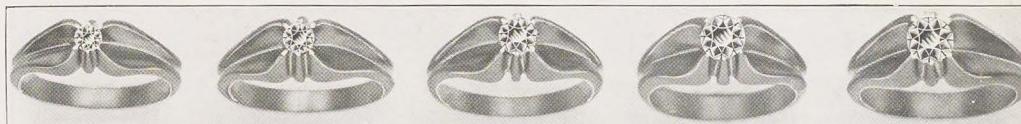
**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.**



# Gentlemen's Diamond Solitaires



Here we offer startling bargains in men's fine solitaire diamond rings, set with blue white perfect cut diamonds \$88 per carat, small sizes as low as \$50 per carat. Expert comparison proves the value \$150 per carat at retail. Reserve your final decision until you see one of these rings. Write us now to ship for Free Examination, without obligating you to buy. French Ivory Jewel cases free,  $\frac{3}{8}$  carat rings and larger. Get your correct ring size from page 7. Choose any size diamond, then ANY mounting.



**Order No. 4D2019**  
 $\frac{3}{8}$  carat blue white perfect cut diamond, \$6.25; 14K mounting, \$4.50.  
 Complete, \$10.75

**Order No. 4D2020**  
 $\frac{3}{4}$  carat blue white perfect cut diamond, \$15.50; 14K mounting, \$4.50.  
 Complete, \$20.00

**Order No. 4D2021**  
 $\frac{3}{8}$  carat blue white perfect cut diamond, \$29.00; 14K mounting, \$4.50.  
 Complete, \$33.50

**Order No. 4D2022**  
 $\frac{3}{2}$  carat blue white perfect cut diamond, \$40.25; 14K mounting, \$4.50.  
 Complete, \$44.75

**Order No. 4D2023**  
 $\frac{3}{4}$  carat blue white perfect cut diamond, \$64.25; 14K mounting, \$4.50.  
 Complete, \$68.75

## 14k. Solid Gold

### Six Tooth

### "IDEAL" SOLITAIRE

The Young Man's Favorite

By far the most popular man's ring. Hand fashioned from 14K solid gold redesigned by our artists with six strong "tooth" claws, and with the groove all around the band. New and perfect. Shows off the diamond to best advantage. This mounting priced at \$4.50, actual factory cost.

### Other Sizes not illustrated:

Order No. 4D2024, $\frac{5}{8}$ carat..	\$ 57.00
Order No. 4D2025, $\frac{7}{8}$ carat..	81.50
Order No. 4D2026, 1 carat...	92.50
Order No. 4D2027, $1\frac{1}{2}$ carat.	103.50
Order No. 4D2028, $1\frac{1}{2}$ carat.	119.50
Order No. 4D2029, $1\frac{1}{2}$ carat.	142.50

### SPECIAL!

**Order No. 4D2024A**—the new 14K solid gold WHITE GOLD 6 tooth ring, looks like pure platinum.  $\frac{1}{2}$  carat blue white diamond, \$40.25; mounting, \$9.88. Complete, \$50.13.

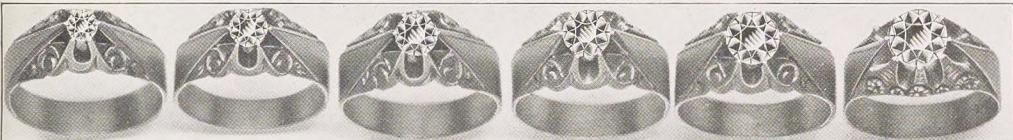
# MEN'S EXQUISITE SOLITAIRE

11



Every diamond exquisite blue white, perfect cut, and of most fiery brilliancy. \$88 per carat, small sizes as low as \$50 per carat. Expert comparison proves the value \$150 per carat. These rings are the best solitaire styles produced by our designers, the mountings are all 14K solid gold, and priced at amazingly low figures—our actual factory cost. Write at once for free examination of any ring. Any size diamond will be set in all styles. See page 7 for ring size scale. Reserve your decision to buy until you SEE the bargain value we can offer you in these solitaire diamond rings.

## Richly Hand Carved Engraved Belcher Rings, Bright Polished 14K



Order No. 4D2042 ½ carat blue white perfect cut dia- mond, \$24.88; 14K mounting, \$6.88. Complete, \$31.76	Order No. 4D2043 ⅓ carat blue white perfect cut dia- mond, \$29.00; 14K mounting, \$6.88. Complete, \$35.88	Order No. 4D2044 ½ carat blue white perfect cut dia- mond, \$40.25; 14K mounting, \$6.88. Complete, \$47.13	Order No. 4D2045 ¾ carat blue white perfect cut dia- mond, \$64.25; 14K mounting, \$6.88. Complete, \$71.13	Order No. 4D2046 1 carat blue white perfect cut dia- mond, \$88.00; 14K mounting, \$6.88. Complete, \$94.88	Order No. 4D2047 1 ½ carat blue white perfect cut dia- mond, \$99.00; 14K mounting, \$6.88. Complete, \$105.88
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## The New and Popular "BARNARD" Solitaire Diamond Rings. 14K Polished



Order No. 4D2048 ½ carat blue white perfect cut diamond, \$24.88; 14K mount- ing, \$9.88. Complete, \$34.76	Order No. 4D2049 ⅓ carat blue white perfect cut diamond, \$29.00; 14K mount- ing, \$9.88. Complete, \$29.88	Order No. 4D2050 ½ carat blue white perfect cut diamond, \$40.25; 14K mount- ing, \$9.88. Complete, \$50.13	Order No. 4D2051 ¾ carat blue white perfect cut diamond, \$64.25; 14K mount- ing, \$9.88. Complete, \$74.13	Order No. 4D2052 1 carat blue white perfect cut diamond, \$88.00; 14K mount- ing, \$9.88. Complete, \$97.88
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## 14K Solid Gold Round Belcher Solitaire Diamond Rings. 14K Polished



Order No. 4D2053 ¼ carat blue white perfect cut diamond, \$15.50; 14K mount- ing, \$4.88. Complete, \$20.38	Order No. 4D2054 ⅓ carat blue white perfect cut diamond, \$29.00; 14K mount- ing, \$4.88. Complete, \$33.88	Order No. 4D2055 ½ carat blue white perfect cut diamond, \$40.25; 14K mount- ing, \$4.88. Complete, \$45.13	Order No. 4D2056 ¾ carat blue white perfect cut diamond, \$64.25; 14K mount- ing, \$4.88. Complete, \$69.13	Order No. 4D2057 1 carat blue white perfect cut diamond, \$88.00; 14K mount- ing, \$4.88. Complete, \$84.88
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## 14K Solid Gold Carved and Hand Engraved Solitaire Diamond Rings



Order No. 4D2058 ¼ carat blue white perfect cut diamond, \$15.50; 14K mount- ing, \$6.88. Complete, \$22.38	Order No. 4D2059 ⅓ carat blue white perfect cut diamond, \$29.00; 14K mount- ing, \$6.88. Complete, \$35.88	Order No. 4D2060 ½ carat blue white perfect cut diamond, \$40.25; 14K mount- ing, \$6.88. Complete, \$47.13	Order No. 4D2061 ¾ carat blue white perfect cut diamond, \$64.25; 14K mount- ing, \$6.88. Complete, \$71.13	Order No. 4D2062 1 carat blue white perfect cut diamond, \$88.00; 14K mount- ing, \$6.88. Complete, \$94.88
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## 14K Solid Gold Polished Flat Belcher Rings



4D2063

4D2064

4D2065

Order No. 4D2063—¼ carat blue white diamond. Complete, \$19.38.

Order No. 4D2064—⅓ carat blue white diamond. Complete, \$33.88.

Order No. 4D2065—½ carat blue white diamond. Complete, \$45.13.

This mounting, \$4.88. Any other size diamond may be ordered.

BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.



# World's Finest Diamond Rings



Men who desire unusual, artistic and distinctive mountings, will find the newest and best worked out by our designers, and shown here. 14K solid gold, pure platinum, black onyx and enamel, hand carved patterns in polished Rose or Roman finish, set with any size diamond you wish.

## 14 K Solid Gold, Black Onyx and Enamel Rings



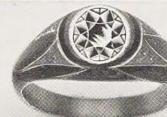
**Order No. 4D2066**  
1/3 carat blue white diamond, \$24.88; 14K onyx, platinum mounting, \$7.00.  
Complete, \$31.88



**Order No. 4D2067**  
1/2 carat blue white diamond, \$40.25; 14K onyx, platinum mounting, \$9.63.  
Complete, \$49.88



**Order No. 4D2068**  
1 carat blue white diamond, \$88; 14K black enameled mounting, \$12.88.  
Complete, \$100.88



**Order No. 4D2069**  
1 carat blue white diamond, \$88; 14K black enameled mounting, \$11.88.  
Complete, \$99.88



**Order No. 4D2070**  
1 1/4 carat blue white diamond, \$115; heavy 14K black onyx, \$16.88.  
Complete, \$131.88

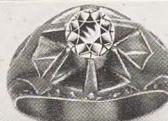
## 14K Solid Gold Hand Carved Diamond Solitaire Rings



**Order No. 4D2071**  
3/4 carat blue white diamond, \$64.25; 14K heavy carved mounting, \$8.88.  
Complete, \$73.13



**Order No. 4D2072**  
3/8 carat blue white diamond, \$29.00; engraved mounting 14K \$8.88.  
Complete, \$37.88



**Order No. 4D2073**  
3/4 carat blue white diamond, \$64.25; 14K engraved mounting \$10.63  
Complete, \$74.88



**Order No. 4D2074**  
5/8 carat blue white diamond, \$52.50; 14K grooved mounting, \$5.88.  
Complete, \$58.38



**Order No. 4D2075**  
7/8 carat blue white diamond, \$77; 14K engraved mounting, \$8.88.  
Complete, \$85.88

## 14K Solid Gold Hand Carved Diamond Solitaire Rings



**Order No. 4D2076**  
3/4 carat blue white diamond, \$64.25; 14K Rose carved, Rose mounting, \$8.63.  
Complete, \$72.88



**Order No. 4D2077**  
3/8 carat blue white diamond, \$29.00; 14K carved, Rose mounting, \$9.88.  
Complete, \$38.88



**Order No. 4D2078**  
1 1/8 carat blue white diamond, \$99; 14K grooved tooth mounting, \$6.88.  
Complete, \$105.88



**Order No. 4D2079**  
1 carat blue white diamond, \$88; 14K polished, engraved mounting, \$9.88.  
Complete, \$97.88



**Order No. 4D2080**  
1 carat blue white diamond, \$88; 14K heavy pierced mounting, \$10.88.  
Complete, \$108.88

## Exquisite Platinum and Gold Solitaire Diamond Rings



**Order No. 4D2081**  
7/8 carat blue white diamond, \$77; solid platinum, hand engraved mounting, \$66.  
Complete, \$143.00



**Order No. 4D2082**  
5/8 carat blue white diamond, \$52.50; 14K carved mounting, \$8.38  
Complete, \$60.88



**Order No. 4D2083**  
1/2 carat, 1/3 carat, 1/4 carat diamonds, \$55.88;  
14K carved mounting, \$11.  
Complete, 66.88

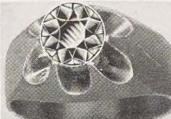


**Order No. 4D2084**  
Three 5/8 carat blue white diamonds, \$18.75  
14K carved mounting, \$11.  
Complete, \$29.75



**Order No. 4D2085**  
1/2 carat blue white diamond, \$40.25; 14K black onyx mounting, \$7.00.  
Complete, \$47.25

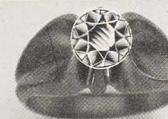
## 14K Solid Gold Hand Modeled Diamond Solitaire Rings



**Order No. 4D2086**  
1 1/2 carat blue white diamond, \$138; 14K belcher mounting \$6.88.  
Complete, \$144.88



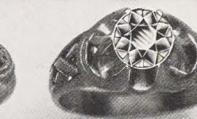
**Order No. 4D2087**  
1 carat blue white diamond, \$88; 14K belcher mounting, \$8.88.  
Complete, \$96.88



**Order No. 4D2088**  
1 1/4 carat blue white diamond, \$115; 14K tooth mounting, \$4.50.  
Complete, \$119.50



**Order No. 4D2089**  
1 carat blue white diamond, \$88; 14K carved mounting, \$7.88.  
Complete, \$95.88



**Order No. 4D2090**  
1 1/8 carat blue white diamond, \$99; 14K carved pierced mounting, \$10.88.  
Complete, \$109.88

## FRENCH IVORY JEWEL CASE FREE WITH EVERY RING!

### The BARNARD Plan and Guarantees

We want you to see our startling \$88 per carat bargain values, so we invite you to make your selection which we'll ship for your examination at our expense. You'll not be obligated to buy. Read page 6 for your rights under our famous Bankable Money Back Guarantee. Ring size scale on page 7.

# 1916 Styles in Diamond Rings



13

No art of the printer can show the actual beauty of either these diamonds or mountings. All you can get from our pictures are the lines of the various designs. But you can SEE any article, closely examine it, before deciding to buy. Just ask us to send you any ring for Free examination. You'll not be asked or obligated to buy. But we think you'll be TEMPTED to.

## 14K Solid Gold Tiffany Style Ladies' Belcher Diamond Rings



Order No. 4D2091 1/8 carat blue white diamond, \$6.25; 14K polished mounting, \$3.88. Complete, \$10.13	Order No. 4D2092 1/8 carat blue white diamond, \$15.50; 14K mounting, \$3.88. Complete, \$19.38	Order No. 4D2093 3/8 carat blue white diamond, \$29; 14K mounting, \$3.88. Complete, \$32.88	Order No. 4D2094 1/2 carat blue white diamond, \$40.25; 14K mounting, \$3.88. Complete, \$44.13	Order No. 4D2095 3/4 carat blue white diamond, \$64.25; 14K mounting, \$3.88. Complete, \$68.13	Order No. 4D2096 1 carat blue white diamond, \$88; 14K mounting, \$3.88. Complete, \$91.88
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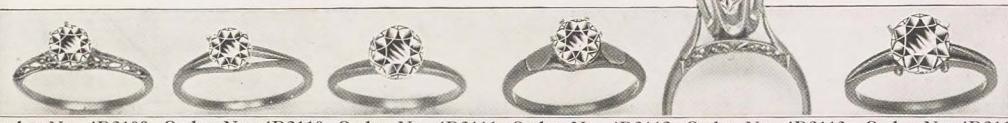


Order No. 4D2097 1/8 carat blue white diamond, \$10.50; all platinum, onyx engraved mounting, \$17.50. Complete, \$28.00	Order No. 4D2098 1/8 carat blue white diamond, \$10.50; all platinum, onyx engraved mounting, \$18.50. Complete, \$29.00	Order No. 4D2099 1/4 carat blue white diamond, \$15.50; all platinum, onyx mounting, \$18.50. Complete, \$34.00	Order No. 4D2100 1/4 carat blue white diamond, \$15.50; 14K platinum onyx mounting, \$8.38. Complete, \$23.88	Order No. 4D2101 1/2 carat blue white diamond, \$40.25; all platinum, onyx mounting, \$18.63. Complete, \$58.88	Order No. 4D2102 3/4 carat blue white diamond, \$64.25; 14K platinum onyx mounting, \$17.63. Complete, \$81.88
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Order No. 4D2103 7 blue white diamond solitaire cluster 14K mounting; exact size num shown, \$30 value, \$15.88 Only \$15.88	Order No. 4D2104 7 blue white diamond solitaire cluster 14K plating; exact size num shown, \$30 value, \$50 value. \$29.88	Order No. 4D2105 7 blue white diamond solitaire cluster 14K plating; exact size num shown, \$75 value. \$39.88	Order No. 4D2106 12 blue white diamonds, ruby, emerald or sapphire center, 14K platinum mounting; exact size shown. \$69.88	Order No. 4D2107 12 blue white diamonds, ruby, emerald or sapphire center, 14K platinum; exact size shown. \$74.88	Order No. 4D2108 12 blue white diamonds, ruby, emerald or sapphire opal center, 14K platinum setting. \$89.88
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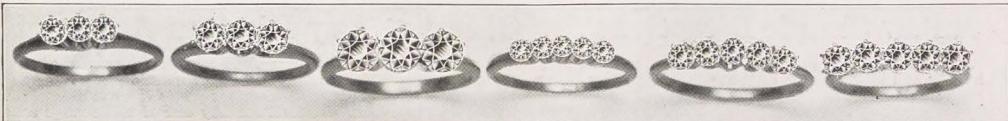
## All Platinum Fashionable Solitaire Rings



Order No. 4D2109 1/2 carat blue white diamond, \$40.25; all platinum filigree mounting, \$21.88. Complete, \$62.13	Order No. 4D2110 1/2 carat blue white diamond, \$40.25; all platinum mounting, \$15.88. Complete, \$56.13	Order No. 4D2111 1 carat blue white diamond, \$88; all platinum cup setting, \$16.88. Complete, \$96.88	Order No. 4D2112 1/4 carat blue white diamond, \$64.25; 14K and platinum mounting. See 2113. \$10.88. Complete, \$75.13	Order No. 4D2113 1 1/2 carat blue white diamond, \$138.00; 14K platinum mounting, see 2112. \$10.88. Complete, \$148.88	Order No. 4D2114 1 1/4 carat blue white diamond, \$115.00; platinum top; 14K mounting, \$9.88. Complete, \$124.88
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No. 4D2115 Two 1/8 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$15.88	No. 4D2116 Two 1/4 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$24.88	No. 4D2117 Two 3/8 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$34.88	No. 4D2118 Two 1/2 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$61.88	No. 4D2119 Two 3/4 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$84.88	No. 4D2120 Two 1 carat blue white diamonds, white diamonds, 14K mounting. Complete, \$132.88
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No. 4D2122 Three 1/8 carat blue white diamonds, 14K mounting. Complete, \$22.88	No. 4D2123 Three 1/4 carat blue white diamonds, 14K mounting. Complete, \$50.88	No. 4D2124 Three 1/2 carat blue white diamonds, 14K mounting. Complete, \$125.88	Order No. 4D2125 Five 1-16 carat blue white diamonds, 14K mounting. Complete, \$20.88	No. 4D2126 Five 1/8 carat blue white diamonds, 14K mounting. Complete, \$36.88	No. 4D2127 Five 1/4 carat blue white diamonds, 14K mounting. Complete, \$83.88
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# NEW IDEAS IN DIAMOND RINGS



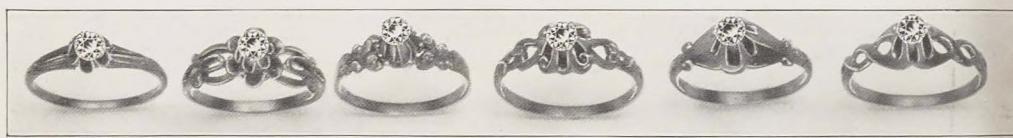
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The solitaire ladies' and girls' rings on this page range in price from \$8.88 gradually up to \$44.88. The diamonds are exquisitely beautiful blue white, perfect cut and of richest brilliancy. The mountings are all 14K solid gold, and priced at actual factory COST. We'll show you \$20 values for \$8.88; and \$80 values for \$44.88; also over 35% saved on the other sizes. Wait to decide until you SEE one of these startling bargains. We'll ship free, allow inspection; you'll not be obliged to buy. Bankable Money Back Guarantee with every ring. Gift cases free.

Order No.  
4D2128Order No.  
4D2129Order No.  
4D2130Order No.  
4D2131Order No.  
4D2132Order No.  
4D2133

Your choice of these beautiful diamond solitaire rings; set with carefully selected blue white perfect cut diamonds; 14K solid gold hand made engraved, carved and pierced mountings; easily \$20 retail values.....

\$8.88

Order No.  
4D2134Order No.  
4D2135Order No.  
4D2136Order No.  
4D2137Order No.  
4D2138Order No.  
4D2139

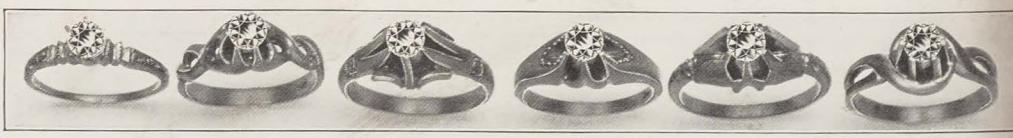
These exquisite blue white diamonds weigh  $\frac{1}{6}$  carat each; and are cut to resemble full  $\frac{1}{4}$  carat sizes. The mountings are 14K solid gold of the pretty designs shown. Every ring more than \$27.50 retail value. Our price.....

\$13.88

Order No.  
4D2140Order No.  
4D2141Order No.  
4D2142Order No.  
4D2143Order No.  
4D2144Order No.  
4D2145

Here you have a choice of  $\frac{1}{4}$  carat blue white diamond solitaire rings. Every diamond has been \$ carefully selected for brilliancy and most of them have the appearance of  $\frac{1}{8}$  carat sizes. All 14K \$18.88 mountings, very stylish and artistic. Retail value, \$32.50. Our price.....

\$18.88

Order No.  
4D2146Order No.  
4D2147Order No.  
4D2148Order No.  
4D2149Order No.  
4D2150Order No.  
4D2151

$\frac{1}{8}$  carat blue white solitaire diamonds, the new American perfect cut that look like  $\frac{1}{2}$  carat sizes. Very rich in brilliancy. 14K solid gold mountings, far prettier than the pictures would indicate. \$32.88 Retail value \$55. Our price.....

\$32.88

Order No.  
4D2152Order No.  
4D2153Order No.  
4D2154Order No.  
4D2155Order No.  
4D2156Order No.  
4D2157

Every diamond in this lot is full  $\frac{1}{2}$  carat blue white perfect cut gems, resembling  $\frac{3}{4}$  carat sizes of the average European cutting. No matter what price you pay, you cannot buy more brilliant diamonds than these. All 14K mountings. Guaranteed \$80 values. Our price.....

\$44.88

## A Few Simple Directions for Ordering Any Ring on Approval

All our effort to give you life-like pictures is to enable you to select your favorite mountings. No art of the printer can show the beauty and value of these diamonds. We know that our methods enable us to save you 35% or more on any ring; so we say send no money; reserve your decision until you personally see one of these rings, and learn for yourself what our startling bargain offers mean. On our assurance of saving you at least 35% we ask that you send for any one of these rings today. Money Back Guarantee with every one. Fine Jewel Cases Free.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**

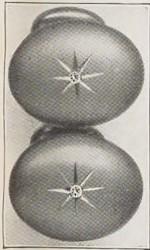


# Startling Bargains in Diamonds

15



On this and the next four pages we offer diamond jewelry at such startling low bargain prices that we undertake to save you more than HALF the regular retail price. Every piece priced way below wholesale, too. Every diamond finest blue white, selected for perfect cutting and brilliancy. We suggest that you add some of these bargain specials to your order.



\$1.88

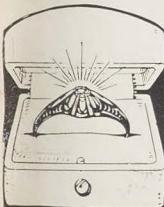
Order No.  
4D215810K solid gold  
cuff links,  
strengthened  
posts, 2 dia-  
monds. \$1.88.

\$1.88

Order No. 4D2159

Gold top knife and cigar cutter, 1  
diamond, a \$5 value, our price, \$1.88

\$1.88

Order No.  
4D216010K solid gold  
diamond set tie  
clasp, \$4 to \$5  
value, \$1.88.

\$2.88

4D2161

4D2162

4D2163

4D2164

Your choice these solid gold rings, finger sizes up to 8,  
each set with blue white cut brilliant diamond. \$7 to \$10  
value. Our price, \$2.88. Velvet jewel case Free!

4D2165

4D2166

4D2167

4D2168

4D2169

4D2170

Your choice these six ladies', misses'  
and child's rings, sizes up to 6. 14K  
solid gold mountings. Blue white  
cut diamonds. \$7 to \$10 value.  
Velvet jewel case Free! Our price,  
\$2.88.

\$3.88



4D2171 4D2172 4D2173 4D2174 4D2175 4D2176 4D2177 4D2178 4D2179

Bargain val-  
ues in dia-  
mond rings  
surpassing  
everything  
heretofore offered in the dia-  
mond business. 14K solid gold  
mountings. Exact size shown,  
perfect cut blue white dia-  
monds. \$12 values. Our  
price, \$3.88.

\$3.88

Most amazing  
bargains ever  
offered in solid  
gold diamond  
LaVallieres.  
Think of it.  
10K solid gold  
LaVallieres and  
full length  
chains, exact  
size shown; each  
set with blue  
white full cut  
diamond.  
Easily \$10  
values. Jewel  
cases Free!  
Order by num-  
ber. Have pearl  
pendants.

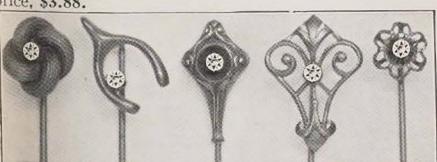
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4D2182

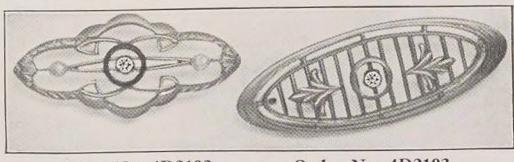
4D2183

4D2184

4D2185



4D2186 4D2187 4D2188 4D2189 4D2190

Your choice of these full size fine quality solid gold  
diamond scarf pins at less than half price. Each set  
with pretty blue white diamond. \$3.88.

Order No. 4D2192

Think of it! Solid gold brooches, safety catches and all, set  
with blue white diamonds. \$10 values. 2192 has pearls and,  
black enameled circle. 2193 is Rose finished. Our price  
\$3.88.

Order No. 4D2193

You can remit with your order for these startling bargain pieces, protected by our 30 day free trial, full cash refund offer. Fine jewel cases Free. Regular money Back Guarantee.

**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.**



# Your Choice

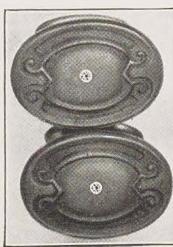
DIAMOND JEWELRY  
ON THIS ENTIRE PAGE

**\$4.88**

**\$7.88**

**\$4.88**

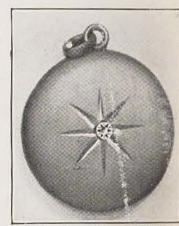
Order these wonderful bargains on our assurance that we will show you a saving of OVER ONE-HALF. Every piece SOLID GOLD. Every diamond finest blue white color, perfect cut, and of richest brilliancy. Rich jewel cases Free. Regular Money Back Guarantee. Please remit with order. 30 day test allowed, then full cash refund if returned.



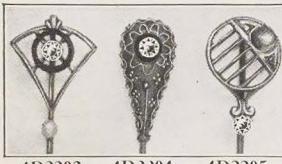
Order No. 4D2194  
10K solid gold cuff links, Rose finish. 2 blue white perfect cut diamonds. \$10 value. \$4.88.



4D2195 4D2196 4D2197 4D2198 4D2199 4D2200



Order No. 4D2201  
10K solid gold locket. Polished or Roman. 1 blue white diamond \$4.88.



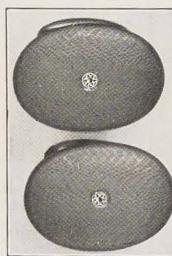
4D2203 4D2204 4D2205  
10K solid gold full length scarf pins, each set with fine blue white perfect cut diamond. \$10 values. \$4.88



4D2206 4D2207 4D2208 4D2209



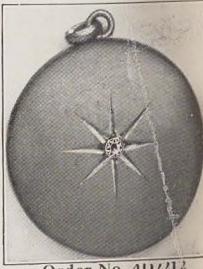
4D2202  
Solid gold Elk button, enam. clock, 1 fine diamond. \$10 value. \$4.88.



Order No. 4D2210  
10K solid gold cuff links set with 2 blue white diamonds. \$15 value. \$7.88.



4D2213 4D2214 4D2215 4D2216 4D2217 4D2218



Order No. 4D2212  
10K solid gold locket. Set with blue white diamond. \$7.88.



4D2211  
Elk button, 10K solid gold, 2 fine diamonds, size shown. \$7.88

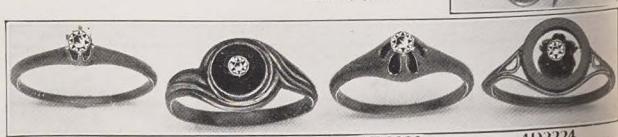
Regular \$20 values; all 10K solid gold LaVallieres and chains. Fine blue white perfect cut diamonds. Real pearls.....

**\$7.88**  
4D2212A  
10K gold brooch. 1 diamond, \$7.88



4D2219

4D2220

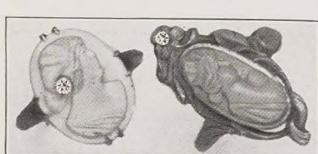


4D2221

4D2222

4D2223

4D2224



4D2225

4D2226

Your choice these solitaire diamond rings, scarf pins, coral and shell cameo dinner rings. All \$20 values. All solid gold. All blue white perfect cut diamonds. Exact size shown.

**\$7.88**



4D2227

4D2228

4D2229



# THINK OF IT!

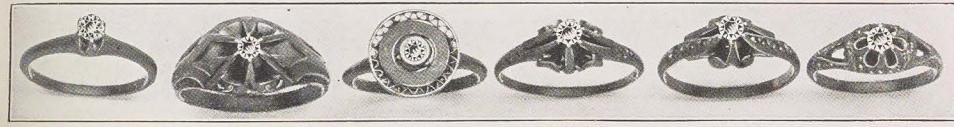
THIS DIAMOND SET  
SOLID GOLD JEWELRY \$9<sup>88</sup>  
and \$11<sup>88</sup>



17

\$9<sup>88</sup>

The ring mountings are 14K solid gold; all the other mountings are 10K solid gold. The diamonds are blue white, perfect cut and of richest brilliancy. Our factory and import price saves you OVER HALF. Free jewel cases.

\$9<sup>88</sup>

4D2231

4D2232

4D2233

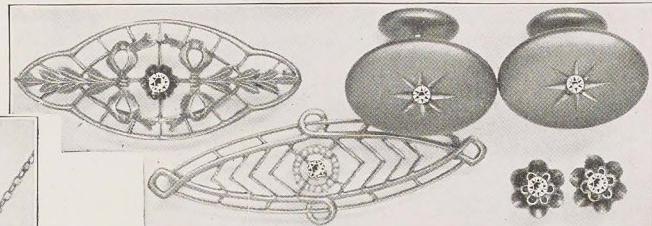
4D2234

4D2235

4D2236

\$9<sup>88</sup>

14K solid gold mountings;  
No. 4D2233 is plat. circle;  
diamonds are fine blue white;  
perfect cut and most brilliant.  
Values \$25. Our price, \$9.88



4D2237

4D2238

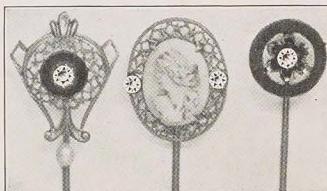
4D2239

4D2240

10K solid gold brooches, cuff links and ear-screws. Set with blue white perfect cut diamonds of utmost brilliancy. \$25 values. Our price, \$9.88.

\$9<sup>88</sup> Solid gold fine diamond scarf pins.  
\$25 values, \$9.88.

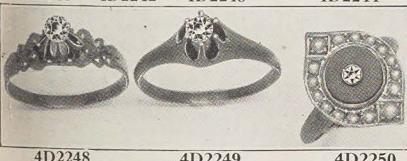
10K solid gold LaVallieres and chains; set with blue white diamonds, pearls, onyx and coral cameo. \$25 values.  
Our price,

\$9<sup>88</sup>

4D2245

4D2246

4D2247

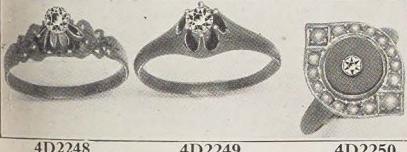


4D2241

4D2242

4D2243

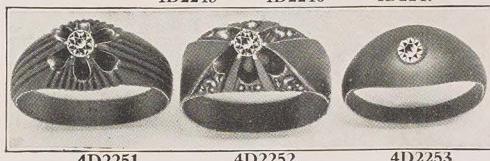
4D2244



4D2248

4D2249

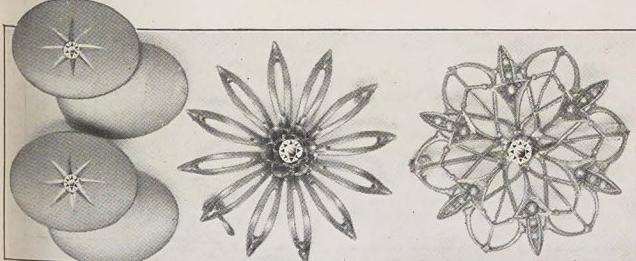
4D2250

Your  
Choice\$11<sup>88</sup>

4D2251

4D2252

4D2253



4D2254

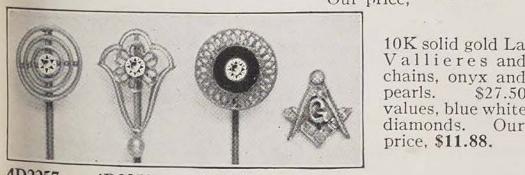
4D2255

4D2256

10K solid gold brooches, cuff links, set with perfect cut blue white diamonds. \$27.50 values.  
Our price,

\$11<sup>88</sup>

Wonderful values in dia-  
mond rings for men and  
ladies. Mountings all 14K  
solid gold, diamonds all blue  
white and most brilliant.  
Exact size shown. \$27.50  
values. Our price, \$11.88.

\$11<sup>88</sup>

Platinum, 14K and onyx scarf pins. Platinum  
diamond paved Masonic button. Blue white  
diamond. Your choice,

10K solid gold La  
Vallieres and  
chains, onyx and  
pearls. \$27.50  
values, blue white  
diamonds. Our  
price, \$11.88.

\$11<sup>88</sup>

4D2261

4D2262

4D2263

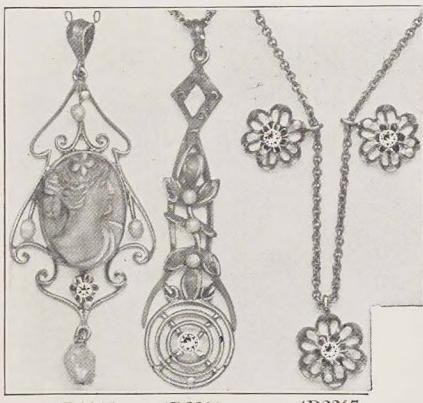
4D2264



# \$35 VALUES FOR ONLY \$15<sup>88</sup>



**\$15.88** Solid gold and platinum jewelry set with blue white perfect cut diamonds. Bargain values that have established our claim as America's lowest price diamond house. Free examination shipments. Money Back Contract given.



4D2265 4D2266 4D2267



4D2268 4D2269 4D2270 4D2271

14K solid gold rings; set with blue white perfect cut diamonds, size as shown. \$35 values, only \$15.88.

10K solid gold LaVallieres and chains, 4D2265 is coral cameo; all set with blue white diamonds and pearls, \$35 values, our price, \$15.88. 4D2272—10K solid gold locket, set with blue white, perfect cut diamond. \$15.88.

## Your Choice

**\$15.88**

### Order by Number

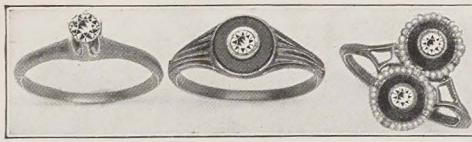
Platinum, onyx and 14K scarf pin and Shrine Buttons, set with blue white diamonds, \$35 values, our price, \$15.88. 4D2273—14K onyx and platinum ear screws. Two blue white diamonds. \$35 value. \$15.88.



4D2272



4D2274 4D2275 4D2276 4D2277 4D2278



4D2279

4D2280

4D2281



4D2287



4D2282

4D2283

Solid gold Coral Dinner Ring and Signet Ring; Rose finish. Blue white diamonds as shown. \$35 values, \$15.88 each.



4D2284

4D2285

4D2286

**\$19.88** Men's 14K solid gold and onyx solitaires. Blue white diamonds as shown. \$45 values. \$19.88.  
4D2287—Coral cameo, gold, \$19.88.



4D2288—10K solid gold brooch with safety catch. 2 pearls, 1 diamond. \$19.88.



4D2290 4D2291 4D2292 4D2293 4D2294 4D2295

4D2296 4D2297 4D2298

2290 and 91 are platinum, including chains; 92 is pendant only, platinum. 93 is 14K with chain; 94, 95, 96 and 97 are 14K and platinum. 98 is platinum, 14K, pearls. All are set with blue white diamonds.

4D2289  
10K solid gold locket set with 7 blue white perfect cut diamonds. \$45 value. Our price, only \$19.88.

**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.**



# \$55 DIAMOND JEWELRY \$24<sup>88</sup>



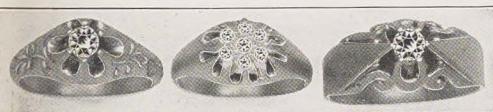
19

Your chance to get a real bargain value in a fine piece of diamond jewelry. Actually far less than wholesale. All solid gold and platinum settings. 24<sup>88</sup> All blue white diamonds, perfect cut and of richest brilliancy. Examination Free. Money Back Guarantee given.



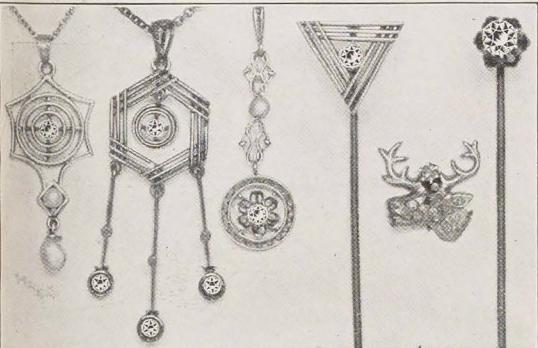
14K solid gold platinum and onyx rings, set with blue white perfect cut diamonds as shown. \$55 values. Our price, \$24.88.

4D2302  
\$24<sup>88</sup>

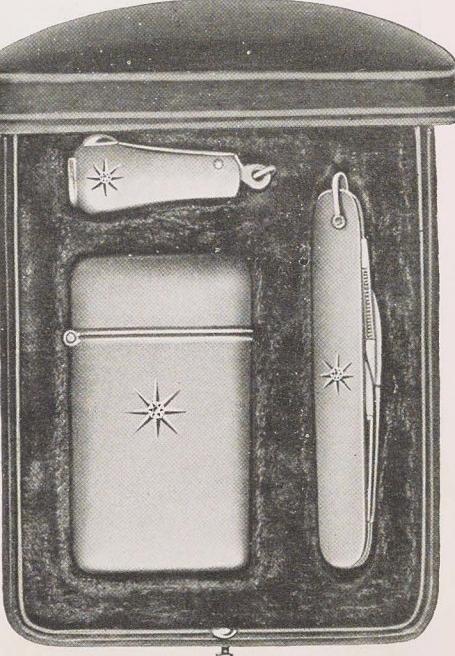


14K solid gold men's rings set with blue white perfect cut diamonds. \$55 values. \$24.88.

4D2305  
\$24<sup>88</sup>



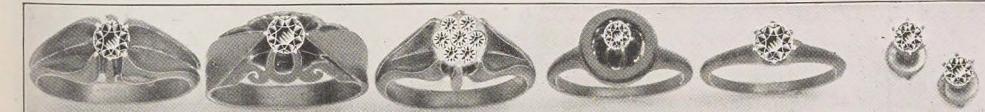
4D2306 Plat. 4D2307 14K 4D2308 Plat. 4D2309 14K, Plat. 4D2310, Plat. 4D2311, 14K.



4D2312—10K solid gold men's set: knife, match safe and cigar cutter, \$24<sup>88</sup> set with blue white perfect cut diamonds. Picture is reduced in size. \$60 value. Case free. \$24.88. All set with blue white diamonds of selected quality and richest brilliancy. 2308 is pendant only. All \$55 values. Our price, \$24.88.

\$24<sup>88</sup>

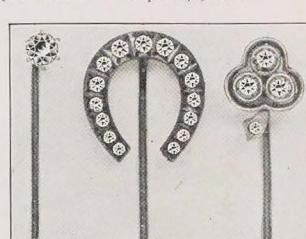
\$24<sup>88</sup>



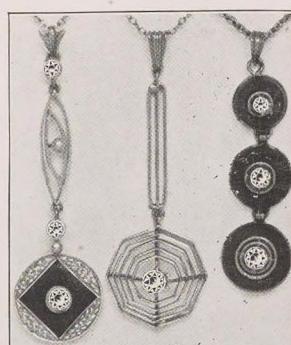
\$29<sup>88</sup>  
14K solid gold rings and ear screws, set with blue white selected, brilliant, perfect cut diamonds as shown. \$65 values. Our price, \$29.88.



4D2319—10K solid gold locket set with 12 blue white diamonds. \$65 value. Our price, \$29.88.



4D2320 14K 4D2321 Plat. 4D2322 Plat.  
\$75 values in scarf pins. Our price, \$29.88.



4D2323 4D2324 4D2325

Platinum 14K and onyx LaVallieres set with fine blue white diamonds. \$70 values. Our price, \$29.88.

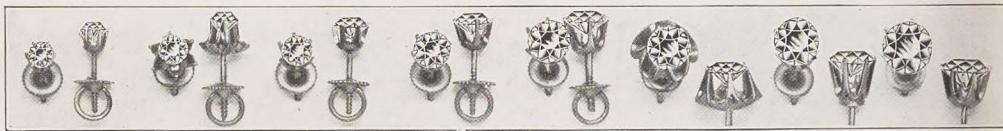
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# Diamond Ear-Screws, Studs, Etc.



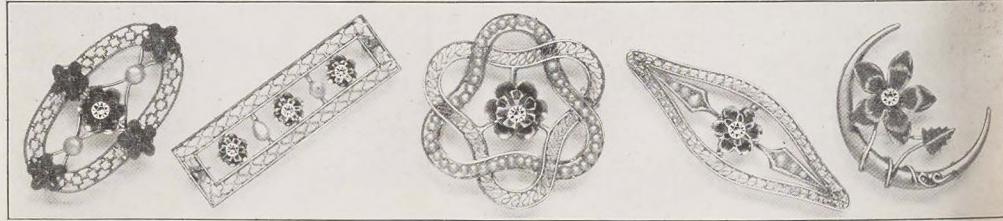
Genuine, blue white perfect cut diamonds, \$88 per carat; small sizes as low as \$50 per carat. Sent to you anywhere, any time for free inspection. Bankable Money Back Guarantee with every article. Free jewel cases of quality.



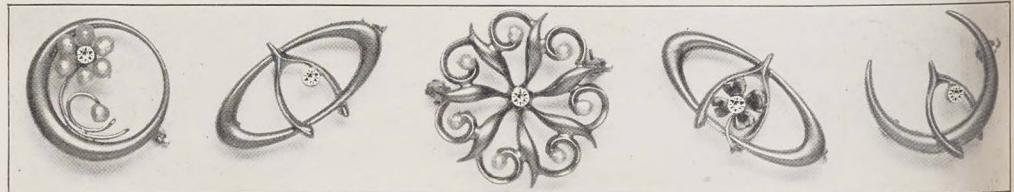
4D2326 Two $\frac{1}{2}$ carat diamonds. Complete, \$15.38	4D2327 Two $\frac{3}{4}$ carat diamonds. Complete, \$33.88	4D2328 Two $\frac{1}{2}$ carat diamonds. Complete, \$50.64	4D2329 Two $\frac{3}{8}$ carat diamonds. Complete, \$60.88	4D2330 Two $\frac{1}{2}$ carat diamonds. Complete, \$84.38	4D2331 Two $\frac{5}{8}$ carat diamonds. Complete, \$107.88	4D2332 Two $\frac{3}{4}$ carat diamonds. Complete, \$131.38	4D2333 Two 1 carat diamonds. Complete, \$178.88
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All 14K solid gold mountings; all blue white perfect cut diamonds

## Solid Gold Diamond Brooches at Surprisingly Small Prices



4D2334 10K gold, pearls, 1 blue white diamond. \$9.88	4D2335 10K gold, pearls, blue white diamonds. \$12.88	4D2336 10K gold, pearls, blue white diamond. \$19.88	4D2337 10K gold, pearls, blue white diamond. \$11.88	4D2338 10K gold, 1 blue white diamond. \$5.88
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4D2339 10K gold, pearls, blue white diamond. \$7.88	4D2340 10K solid gold, blue white diamond. \$5.88	Order No. 4D2341 10K gold, pearls, blue white diamond. \$8.88	Order No. 4D2342 10K solid gold, blue white diamond. \$5.88	Order No. 4D2343 10K solid gold, blue white diamond. \$4.88
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## 14K Solid Gold Solitaire Diamond Shirt Studs, \$88 Per Carat



4D2344 $\frac{1}{8}$ carat, \$6.25; mounting \$1.88 Complete \$8.13	4D2345 $\frac{1}{4}$ carat \$15.50; mounting \$1.88 Compl. \$17.38	4D2346 $\frac{1}{2}$ carat \$24.88; mounting \$1.88 Compl. \$26.76	4D2347 $\frac{3}{8}$ carat \$29.00; mounting \$1.88 Compl. \$30.88	4D2348 $\frac{1}{2}$ carat \$40.25; mounting \$1.88 Compl. \$42.13	4D2349 $\frac{1}{2}$ carat \$40.25; mounting \$1.88 Compl. \$42.13	4D2350 $\frac{1}{2}$ carat \$40.25; mounting \$1.88 Compl. \$42.13
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4D2351 $\frac{5}{8}$ carat \$52.50; mounting \$1.88 Compl. \$54.38	4D2352 $\frac{3}{4}$ carat \$64.25; mounting \$1.88 Compl. \$66.13	4D2353 $\frac{1}{2}$ carat \$77; mounting \$1.88 Compl. \$78.88	4D2354 1 carat \$88; mounting \$1.88 Compl. \$89.88	4D2355 1 $\frac{1}{2}$ carat \$99; mounting \$1.88 Compl. \$100.88	4D2356 1 $\frac{1}{4}$ carat \$115; mounting \$1.88 Compl. \$116.88	4D2357 1 $\frac{1}{2}$ carat \$138; mounting \$1.88 Compl. \$139.88
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We invite you to send for any diamond for FREE examination. We pay all expenses  
**YOU ARE NOT OBLIGATED TO BUY OR TO PAY ANY MONEY**

**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.**

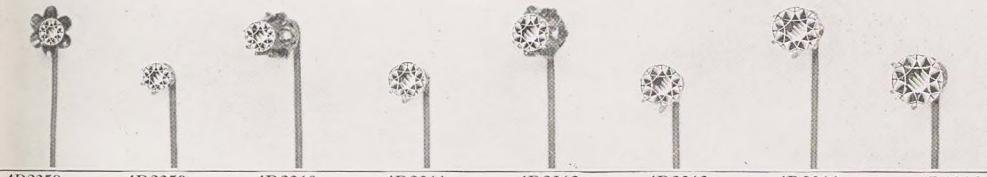


# STARTLING Bargain Values in Fine Diamond SCARF PINS

21



40 truly beautiful designs to choose. Every mounting is 14K solid gold or pure platinum. Every diamond is finest blue white color, richest brilliancy, perfect cut. The low prices will amaze you. Free examination. Money Back Guaranteed.

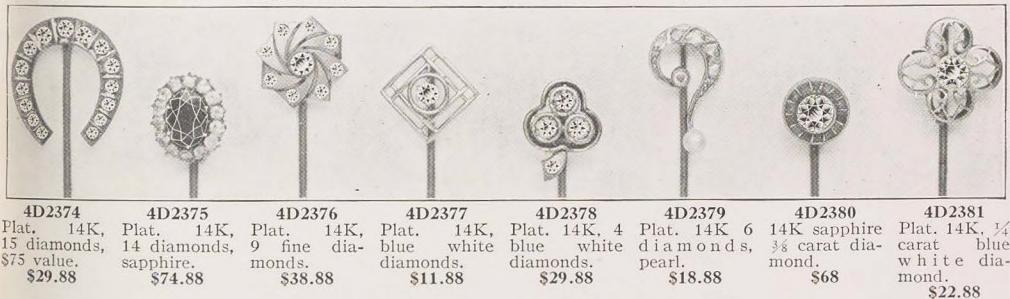


4D2358  $\frac{1}{16}$  carat \$9.13    4D2359  $\frac{1}{16}$  carat \$9.13    4D2360  $\frac{1}{16}$  carat \$18.38    4D2361  $\frac{1}{16}$  carat \$31.88    4D2362  $\frac{1}{16}$  carat \$43.13    4D2363  $\frac{1}{16}$  carat \$43.13    4D2364  $\frac{1}{16}$  carat \$67.13    4D2365 1 carat \$90.88

All 14K solid gold mountings, priced at only \$2.88; blue white diamonds. Prices above are complete. Order by number.



4D2366 14K onyx, blue white diamond. \$8.88    4D2367 14K onyx, blue white diamond. \$19.88    4D2368 Platinum onyx, blue diamond. \$9.88    4D2369 14K onyx, blue white diamond. \$9.88    4D2370 14K blue enam. white diamond. \$4.88    4D2371 Plat. onyx, white diamond. \$6.88    4D2372 14K blue enam. white diamond. \$6.88    4D2373 14K pearls, onyx, dia- mond. \$12.88



4D2374 Plat. 14K, 15 diamonds, \$75 value, \$29.88    4D2375 Plat. 14K, 14 diamonds, \$74.88    4D2376 Plat. 14K, 9 fine diamonds. \$38.88    4D2377 Plat. 14K, blue white diamonds. \$11.88    4D2378 Plat. 14K, 4 blue white diamonds. \$29.88    4D2379 Plat. 14K, 6 diamonds, pearl. \$18.88    4D2380 14K sapphire,  $\frac{1}{8}$  carat dia- mond. \$68    4D2381 Plat. 14K,  $\frac{1}{4}$  carat blue white dia- mond. \$22.88



4D3381 10K gold blue white dia- mond. \$8.88    4D3382 10K gold blue white dia- mond. \$3.88    4D3383 10K gold blue white dia- mond. \$2.98    4D3384 10K gold blue white dia- mond. \$4.88    4D3385 10K gold blue white dia- mond. \$9.88    4D3386 10K gold blue white dia- mond. \$5.88    4D3387 10K gold blue white dia- mond. \$9.88    4D3388 10K gold blue white dia- mond. \$9.88



4D3389 10K gold coral cameo dia- mond. \$8.88    4D3390 10K gold blue white dia- mond. \$8.88    4D3391 10K gold blue white dia- mond. \$5.88    4D3391 14K platinum 5 diamonds. \$18.88    4D3392 14K platinum 7 diamond cluster. \$33.88    4D3393 10K gold blue white dia- mond. \$9.88    4D3394 10K gold blue white dia- mond. \$17.88    4D3395 10K gold cameo, 1 dia- mond. \$8.88

BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# Solid Gold Diamond LaVallieres



14K solid gold LaVallieres with full length solid gold chains, gold soldered, best quality. The onyx, pearls, cameos are all of our supreme standard of quality. Every diamond has been photographed in the exact size. Every diamond is finest blue white in color; perfect new American cut, perfect in brilliancy. Sizes are figured per carat weight at \$88 per carat scale. Free jewel cases. Free Examination. Money Back Guarantee.



4D2396 Solid gold, 3 blue diamonds. \$8.38	4D2397 Gold, 3 sapphires, 2 diamonds. \$18.88	4D2398 Solid gold, 3 diamonds. \$19.88	4D2399 Platinum gold, 3 blue diamonds. \$24.88	4D2400 10K Gold, pearls, onyx, diamond. \$11.88	4D2401 Plati. 10K onyx, blue diamonds. \$19.88	4D2402 10K Gold pearls, dia- white diamonds. \$11.50	4D2403 Platinum, gold, pearls, dia- diamond. \$22.00
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4D2404 10K gold necklace LaValliere, 3 blue white diamonds, 3 pearls. \$16.88	4D2405 10K gold LaValliere pearls, 1 diamond. \$9.88	4D2406 Rose finish, 10K gold pendant pearl, blue white and chain, cameo. diamond. \$11.88	4D2407 10K gold genuine platinum necklace, 1 diamond. 3 diamonds. \$13.38	4D2408 10K gold LaValliere, 4 blue white diamonds. \$13.88	4D2409 white diamonds. \$19.38
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4D2410 10K enam., 3 pearls, pearls, 3 blue white diamonds. \$23.88	4D2411 3 pearls, 1 blue white diamond. \$6.88	4D2412 Solid gold, pearls, cameo diamond. \$15.88	4D2413 10K gold, pearls, blue white diamonds. \$15.88	4D2414 10K gold, pearls, 1 blue white diamond. \$13.50	4D2415 10K enam., 10K pearls, blue white diamonds. \$12.88	4D2416 10K gold, pearls, blue white diamonds. \$9.88	4D2417 10K gold, pearls, blue white diamonds. \$12.00
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BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.

# Exquisite NEW AND FASHIONABLE PLATINUM DIAMOND LaVallieres



23

These photos are beautiful, but they don't begin to show the wonderful beauty of these LaVallieres. "Perfect" is the only word that describes the workmanship of the platinum mountings. And every diamond is of the finest blue white color and richest brilliancy. Gift cases free. Money Back Guaranteed.



4D2418 All platinum, 3 blue white diamonds. \$54.88	4D2419 All platinum, 3 blue white diamonds. \$48.00	4D2420 All platinum, 3 blue white diamonds. \$49.00	4D2421 All platinum, 9 blue white diamonds. \$47.50	4D2422 Platinum filigree, 3 blue white dia. \$31.88	4D2423 14K platinum blue white diamond. \$27.50	4D2424 All platinum, engraved pearls, 4 dia. \$55.00	4D2425 All platinum, 2 blue white diamonds. \$52.50
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4D2426 All platinum, Onyx, 1 blue white dia- mond. \$24.88	4D2427 All platinum, Onyx, 1 blue white dia- mond. \$27.50	4D2428 All platinum, onyx, 3 blue white dia- monds. \$35.00	4D2429 All platinum, onyx, 3 blue white dia- monds. \$38.88	4D2430 All platinum, onyx, 3 blue white dia- monds. \$33.00	4D2431 All platinum, onyx, 1 blue white dia- mond. \$33.50	4D2432 Platinum filigree, onyx blue white diamond. \$27.88	4D2433 All platinum, onyx, 3 blue white dia- monds. \$50.00
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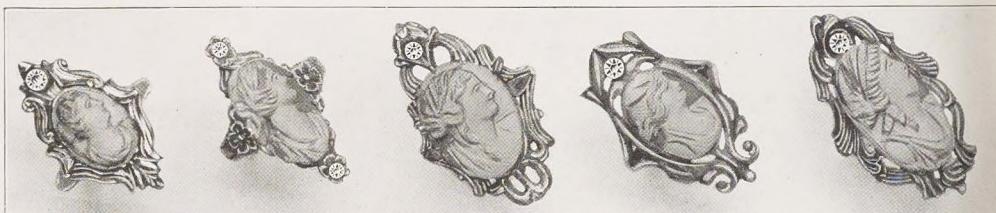
4D2434 All platinum, Onyx, 3 blue white dia- monds. \$74.50	4D2435 All platinum, diamond paved, 8 blue white dia- monds. \$75.00	4D2436 All platinum, diamond paved, 13 blue white diamonds. \$118.50	4D2437 Platinum, diamond paved, 8 cut sapphires, su- preme quality \$71.00	4D2438 All platinum, paved with blue white diamonds. \$57.50	4D2439 All platinum, paved with blue white diamonds. \$166.00	4D2440 All platinum, paved with blue white diamonds. \$166.00	4D2441 All platinum, onyx, 3 blue white dia- monds. \$55.00
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# Diamond Coral and Lodge Rings



We build such rich quality and perfect workmanship into these rings, that the photographs cannot possibly do them justice. So we invite you to send for any one; examine it—at our expense, without obligation to buy Jewel boxes with every ring, Free. Money Back Guaranteed.



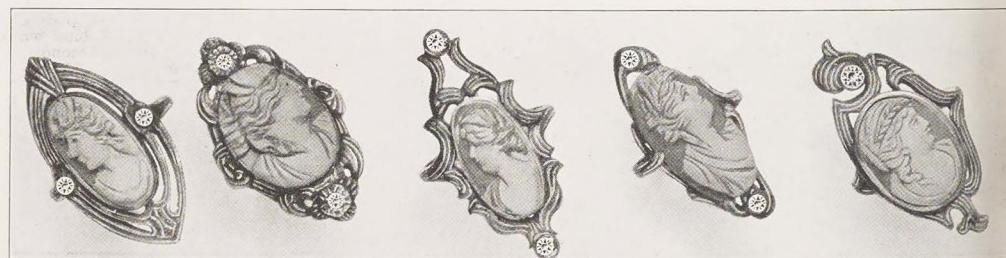
**Order No. 4D2442**  
10K solid gold, fine coral cameo, fine diamond, \$11.88.

**Order No. 4D2443**  
10K solid gold, fine coral cameo, 2 fine diamonds, \$15.00.

**Order No. 4D2444**  
10K solid gold, fine coral cameo, fine diamond, \$15.88.

**Order No. 4D2445**  
10K solid gold, fine coral cameo, fine diamond, \$17.50.

**Order No. 4D2446**  
10K solid gold, fine coral cameo, fine diamond, \$18.88.



**Order No. 4D2447**  
10K solid gold, fine coral cameo, fine diamonds, \$19.88.

**Order No. 4D2448**  
10K solid gold, fine coral cameo, 2 fine diamonds, \$22.88.

**Order No. 4D2449**  
10K solid gold, fine coral cameo, 2 fine diamonds, \$24.88.

**Order No. 4D2450**  
10K solid gold, fine coral cameo, 2 fine diamonds, \$27.50.

**Order No. 4D2451**  
10K solid gold, fine coral cameo, fine diamond, \$29.88.

## 14K Solid Gold French Enameled Hand Carved Diamond Rings



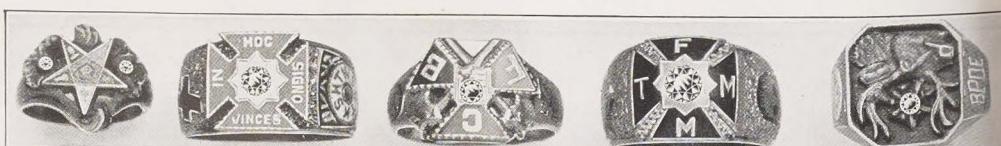
**Order No. 4D2452**  
14K Masonic, fine enamelled, fine diamond, officially correct, \$27.88

**Order No. 4D2453**  
14K solid gold, Masonic carved, set with fine diamond, \$33.

**Order No. 4D2454**  
14K 32° carved ring, set with fine diamond, \$70 value, \$45.

**Order No. 4D2455**  
14K 32° ring, carved, set with  $\frac{1}{2}$  carat blue white diamond, \$62.75.

**Order No. 4D2456**  
14K 32° carved ring, set with 1 carat blue white diamond, \$110.50.



**Order No. 4D2457**  
14K Eastern Star ring, enamelled; 2 blue white diamonds, \$15.88.

**Order No. 4D2458**  
14K K. T. enamelled ring, 1 fine diamond, \$32.88.

**Order No. 4D2459**  
14K K. P. enamelled ring,  $\frac{1}{2}$  carat blue white diamond, \$24.50

**Order No. 4D2460**  
14K K. of C. enamelled ring,  $\frac{1}{2}$  carat blue white diamond, \$52.50.

**Order No. 4D2461**  
14K carved Elk ring, blue white diamond, \$27.50.

**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**

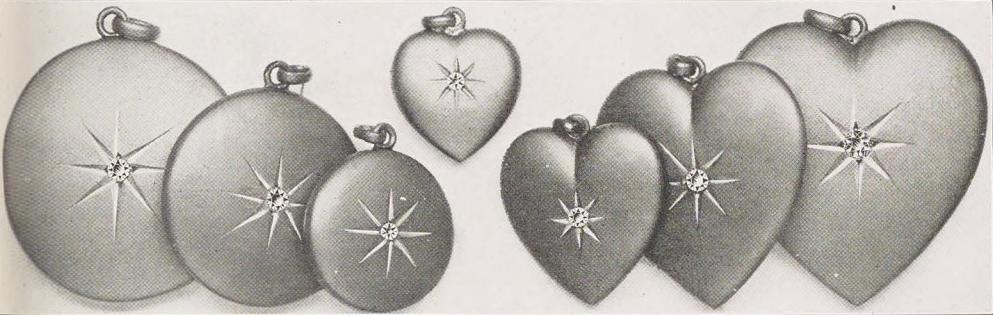


# Diamond Lockets and Cuff Links

25

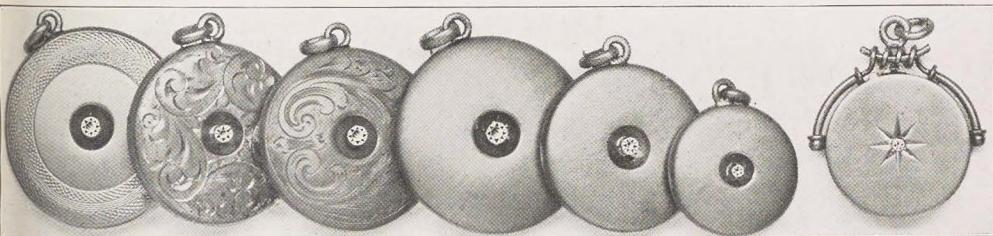


Solid gold jewelry that is artistic, new and fashionable, and of supreme quality and perfect workmanship. Every diamond is finest blue white in color, perfect cut and most brilliant. \$88 per carat, small sizes as low as \$50 per carat. Engraving and gift cases Free. Money Back Guarantee.



4D2462 \$18.88    4D2463 \$9.88    4D2464 \$5.88    4D2465 \$4.88    4D2466 \$7.88    4D2467 \$13.88    4D2468 \$19.88

Your choice, polished, Rose or Roman finish. All 10K solid gold, hinged with invisible catch, space inside for two pictures. All blue white diamonds.



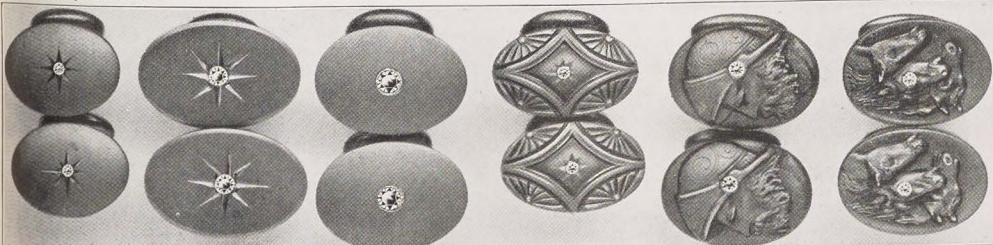
4D2469 \$14.38    4D2470 \$11.88    4D2471 \$9.88    4D2472 \$10.88    4D2473 \$8.88    4D2474 \$5.88    4D2475 \$9.88

10K solid gold lockets, 2475 being a man's charm. First three are richly hand engraved. Your choice of polished, Rose or Roman finish. Blue white diamond.



4D2476 \$29.88    4D2477 \$12.88    4D2478 \$19.88    4D2479 \$14.88    4D2480 \$9.88    4D2481 \$21.88

2481 is charm; others are lockets, hinged, with space for two pictures. All 10K solid gold, all blue white perfect cut diamonds. Any finish you wish.



4D2482 \$6.98    4D2483 \$10.88    4D2484 \$21.88    4D2485 \$8.88    4D2486 \$4.38    4D2487 \$5.88

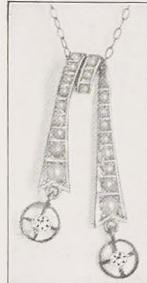
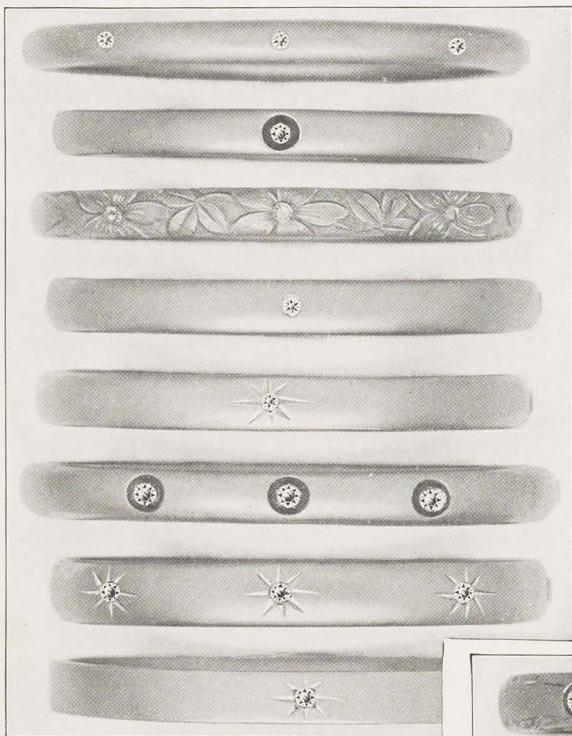
2484 is 14K solid gold, all others are 10K. Polished, Rose or Roman finish. All set with blue white perfect cut diamonds. Jewel cases free.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**



# Exquisite DIAMOND Bracelets

No finer quality bracelets have ever been or can be made. They are 10K solid gold through and through. Invisible catch and hinge. Polished or Roman. Fancy patterns are hand engraved. All blue white brilliant diamonds. Jewel cases Free. Money Back Guaranteed.



**Order No. 4D2504**

10K solid gold, LaValliere and chain pearl bow, two diamonds, \$9.88.



**4D2505**  
10K solid gold, 3 blue white diamonds in fancy setting. Regular length gold chain, \$10.88.

**Order No. 4D2496**  
10K solid gold, set with 3 fine blue white diamonds. Richly engraved. \$68.88.

**Order No. 4D2497**  
10K solid gold, set with fine blue white diamond, our price, \$24.88.

**Order No. 4D2498**  
10K solid gold, richly engraved, fine blue white diamond, \$14.88.

**Order No. 4D2499**  
10K solid gold, set with fine blue white diamond, 2 sapphires. Only \$24.88.

**Order No. 4D2500**  
10K solid gold, richly hand engraved, 1 fine blue white diamond, \$24.88.

**Order No. 4D2501**  
10K solid gold, set with blue white diamond, any finish, our price, \$29.88.

**Order No. 4D2502**  
10K solid gold, set with fine blue white diamond richly engraved. Our price, \$68.00.

**Order No. 4D2488**  
10K solid gold, set with 3 blue white diamonds, our price, \$21.88.

**Order No. 4D2489**  
10K solid gold, blue white diamond in new cup setting, only \$10.00

**Order No. 4D2490**  
10K solid gold, richly hand engraved, 1 diamond, 2 sapphires, \$11.88.

**Order No. 4D2491**  
10K solid gold, set with fine blue white diamond our price, \$11.88.

**Order No. 4D2492**  
10K solid gold, set with fine blue white diamond, our price, \$9.88.

**Order No. 4D2493**  
10K solid gold, set with 3 fine blue white diamonds. Our price, \$38.88.

**Order No. 4D2494**  
10K solid gold, set with 3 blue white fine diamonds, our price \$24.88

**Order No. 4D2495**  
10K solid gold, set with fine blue white white diamond, our price, \$14.88



**Order No. 4X2502**  
10K solid gold, new "V" pin, safety catch, cameo, onyx, pearls, 2 diamonds, \$15.88.



**Order No. 4D2503**  
10K solid gold brooch, safety catch, pearls, diamond, \$12.88.



**BARNARD & CO., CHICAGO**



# Extra Fine Diamonds in 5 Grades



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**DARNAND & CO.** Just as there are cheap, undesirable qualities in diamonds, so there are extra fine grades costing more and WORTH more. The original lots of unmounted diamonds we receive from the cutters of Amsterdam are all exquisitely fine in color, ranging from the finest BLUE WHITE up to Steel Blue, Steel White, Extra Blue, Violet Blue and Rare Light Blue. These Diamonds come only from the Wesselton, Jagersfontein and Roberts Victor Mines. They range in PERFECTION from absolutely PERFECT, to Eye-Perfect, to Fairly Perfect, to very Slightly Imperfect, and Slightly Imperfect. We sort these lots into FIVE GRADES as per the descriptions below. You will note that we do not carry Orange-White, Steel-White, Commercial White or other misleadingly-called "white" diamonds. We carry nothing less fine than the richest Blue White. Our \$88 bargain-grade, while the lowest priced we carry, will be found better in color, brilliancy and perfection than jewelers can offer at \$150 per carat. So you can well imagine the added beauty of rare color, the increasing perfection offered to you in these extra fine and Rare grades. Every diamond is the same tremendous money's worth as we have offered at \$88 per carat. We import every size and every grade, and our startlingly low prices are fixed on the same close basis for all five grades. So you can depend equally on all five grades for VALUE: and choosing then becomes a matter of your personal taste: what quality and size does YOUR TASTE demand?

<b>\$133 Grade</b> small sizes as low as \$72 per C	<b>\$177 Grade</b> small sizes as low as \$88 per C	<b>\$233 Grade</b> small sizes as low as \$107 per C	<b>Rare \$288 Grade</b> small sizes as low as \$144 per C
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**Color:** Extra Blue White and Steel Blue. **Cutting** is perfect, with the new American cut that gives every diamond an extra large appearance. **Brilliancy:** Absolutely perfect, no better at any price. **Perfection** as remarkably fine as only direct importing allows, equal to \$225 per carat grades of jewelers. You must examine your favorite size in this grade as our description cannot begin to do their rich beauty justice, or properly prove the enormous value they are for the price. Every one is astonished at these bargains. You will be too. **At rate**

At rate

Carat Weight	Import Price	Our low	of only,
	\$	per Carat	
1/8	9.00	\$ 72.00	
1/16	15.50	83.00	
1/4	22.50	90.00	
3/8	33.33	100.00	
5/8	39.00	104.00	
1/2	59.00	118.00	
5/8	77.50	124.00	
3/4	96.00	128.00	
7/8	116.25	132.00	
1	133.00	133.00	
1 1/8	149.75		
1 1/4	170.00		
1 1/2	207.00		
2	292.60		

**Color:** Steel blue white and extra blue. Cutting absolutely perfect, with the new American cut that gives every diamond an extra large appearance. Dazzling fiery Brilliance. Perfection equal to \$275 per carat qualities of jewelers. These diamonds present a perfect appearance. You must examine them very closely to see the pin point mark. Same color and appearance as the \$233 grade. We recommend this grade as desirable for investment, and the appearance and beauty will satisfy the most critical. Send for one. Free inspection. At rate

inspection. At rate

Carat Weight	Our Low Import Price	of per Carat
5/8	\$ 11.00	\$ 88.00
1 <sup>1</sup> / <sub>2</sub>	20.00	100.00
1 <sup>3</sup> / <sub>4</sub>	27.00	108.00
2 <sup>1</sup> / <sub>2</sub>	41.00	123.00
3 <sup>3</sup> / <sub>8</sub>	52.50	140.00
1 <sup>1</sup> / <sub>2</sub>	77.00	154.00
5/8	102.50	164.00
3 <sup>3</sup> / <sub>4</sub>	128.00	170.00
7/8	154.00	176.00
1	177.00	177.00
1 <sup>3</sup> / <sub>8</sub>	199.25	
1 <sup>3</sup> / <sub>4</sub>	225.00	
1 <sup>1</sup> / <sub>2</sub>	276.00	
2	389.40	

**Color:** Wesselton, the rarest of all blue white gems, also Roberts Victor steel blue—nothing finer to be had even at \$1000 per carat retail. **Cutting and Brilliance** absolutely **PERFECT.** **Perfection:** These gems are guaranteed by us equal in every respect to **first quality diamonds** selling by jewelers at \$350 per carat. Our experts grade them Eye-Perfect, and we guarantee every one to be strictly Eye-Perfect by expert test. We recommend these gems to all who want the best and finest, knowing that they surpass what dealers call Blue White and Perfect diamonds. **At rate**

fect diamonds.

Carat Weight	Import Price	Our low	of only, per Carat
1 1/8	\$ 13.50	\$108.00	
1 1/6	25.88	140.00	
1 1/4	29.00	156.00	
1 1/3	53.00	159.00	
1 3/8	60.00	160.00	
1 1/2	90.00	180.00	
1 5/8	125.00	200.00	
1 3/4	165.00	220.00	
1 7/8	198.00	226.00	
1	233.00	233.00	
1 1/8	263.25		
1 1/4	295.00		
1 1/2	357.00		
2	512.60		

Unless you seek a rare unusual quality, you will not be interested in this grade. For all practical purposes the \$233 grade will give finer quality than the best grades of jewelers at 50 per cent higher prices. But if you want the satisfaction of owning the finest quality obtainable from the importer and cutter we invite you to examine one of this very rare grade. **Color:** Jagersfontein violet blue, and rare light blue, both of which are very scarce and costly. **Cutting, brilliancy and perfection** are all guaranteed **PERFECT** by expert test under a powerful magnifying glass. \$450 to \$500 per carat retail value. At rate

retail value. At rate

	Carat Weight	Import Price	Our low per Carat	of only,
	$\frac{1}{8}$	\$ 18.00	\$144.00	
	$\frac{3}{16}$	29.88	158.00	
	$\frac{7}{32}$	42.00	168.00	
	$\frac{3}{8}$	60.00	180.00	
	$\frac{3}{8}$	75.00	200.00	
	$\frac{3}{16}$	119.00	238.00	
	$\frac{5}{8}$	162.00	260.00	
	$\frac{3}{4}$	205.00	273.00	
	$\frac{7}{8}$	248.00	284.00	
1		288.00	288.00	
	$\frac{1}{8}$	326.00		
	$\frac{1}{4}$	375.00		
	$\frac{1}{2}$	465.00		
2		633.60		

## Bargain Special!



Order No. 4D2506

Order No. 4D2506  
14K white gold, the new discovery that can't be told from platinum. Engagement solitaire mounting, **\$7.50**. Can be ordered with any size or grade diamond. Com-

plete with $\frac{1}{2}$ carat.
\$ 88 grade..... \$ 47.75
133 grade..... 66.50
177 grade..... 84.50
233 grade..... 97.52
288 grade..... 126.50

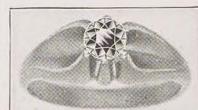
**Send No Money—See, then decide**

Never mind the money. We realize how impossible it is for us to describe these supreme qualities so that you will appreciate the wonderful bargain values we offer you. We know however that if you see your favorite size and grade of diamond set in your favorite mounting, that you'll recognize our prices as by far the lowest in America. So we invite you to write us now to ship any article in our stock for your inspection—at our expense. You'll not be asked or obligated to buy. But we know you'll be tempted to. A letter in your own words will do.

You Will Profit by Our Money Back Guarantee

It brings the diamond to you at an enormous saving. It certifies the color, the cutting and perfection, the brilliancy of the diamond, its value and quality. It is a sight draft on us, giving you the cash instantly, if you return the diamond through any bank, or direct to us. It gives you credit of the full price paid, if you exchange your diamond for a larger or a better one, **at any time**. Nowhere else can you get all these protective features.

## Bargain Special!



Order No. 4D250

**Order No. 4D2507**  
14K white gold, the new discovery, can't be told from platinum. Young Men's "Favorite" 6 tooth mounting, \$12.88. Can be ordered with any size and grade diamond you wish. Complete with 1

carat diamond.	
\$ 88 grade.....	<b>\$100.88</b>
133 grade.....	145.88
177 grade .....	189.88
233 grade.....	245.88



# YOUR CHOICE OF 5 QUALITIES



Ladies' and gentlemen's solitaire diamond rings of most popular designs, in all sizes, grades and prices. We guarantee to save you more than 35% otherwise you need not buy. Send for your favorite diamond and setting, we'll ship for your free inspection—entirely at our expense. Not the slightest obligation. You can select any size diamond with any mounting. French Ivory Jewel Cases Free. Engraving free inside mountings providing you pay for the mounting when you order. Our five famous qualities are described on page 27. Famous Bankable Money Back Guaranteed with every ring. Ring size scale on page 7.



Order No. 4D2508 14K Tiffany style, platinum setting, mounting, only \$3.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2509 14K engraved crown setting, mounting, only \$3.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2510 14K Tiffany style belcher, mounting \$4.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2511 14K twin solitaire platinum setting. Mounting, only \$4.88. Complete with two $\frac{1}{6}$ carat dia-	Order No. 4D2512 14K fancy solitaire mounting, only \$3.50. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2513 14K fancy solitaire mounting, only \$2.88. Complete with $\frac{1}{6}$ carat dia-
\$ 88 grade... \$10.13	\$ 88 grade... \$13.00	\$ 88 grade... \$11.13	\$ 88 grade... \$17.38	\$ 88 grade... \$9.75	\$ 88 grade... \$9.13
133 grade... 12.88	133 grade... 13.88	133 grade... 13.88	133 grade... 22.88	133 grade... 12.50	133 grade... 11.88
177 grade... 14.88	177 grade... 15.75	177 grade... 15.88	177 grade... 26.88	177 grade... 14.50	177 grade... 13.88
233 grade... 17.38	233 grade... 17.75	233 grade... 18.38	233 grade... 31.88	233 grade... 17.00	233 grade... 16.38
288 grade... 21.88	233 grade... 20.25	288 grade... 22.88	288 grade... 40.88	288 grade... 21.50	288 grade... 20.88
288 grade... 24.75					



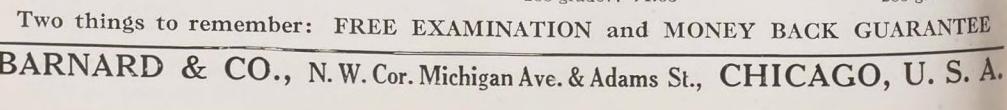
Order No. 4D2514 14K engagement solitaire platinum prongs, mounting, \$7.38. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2515 14K Tiffany style belcher, mounting, \$6.88, including platinum setting. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2516 14K fancy solitaire mounting, \$3.88. Complete with $\frac{1}{6}$ carat diamond.	Order No. 4D2517 14K twin ring, grooved band, mounting, \$5.88. Complete with $\frac{1}{6}$ carat diamonds.	Order No. 4D2518 14K grooved tooth ring, polished, \$4.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2519 14K engraved square band, high set. Mounting, \$3.88. Complete with $\frac{1}{6}$ carat dia-
\$ 88 grade... \$22.88	\$ 88 grade... \$22.38	\$ 88 grade... \$19.38	\$ 88 grade... \$36.88	\$ 88 grade... \$20.38	\$ 88 grade... \$19.38
133 grade... 29.88	133 grade... 29.38	177 grade... 30.88	133 grade... 50.88	133 grade... 27.38	133 grade... 26.38
177 grade... 34.38	177 grade... 33.88	233 grade... 32.88	177 grade... 59.88	177 grade... 31.88	177 grade... 30.88
233 grade... 36.38	233 grade... 35.88	288 grade... 45.88	233 grade... 63.88	233 grade... 46.88	233 grade... 32.88
288 grade... 49.38	288 grade... 48.88		288 grade... 89.88	288 grade... 49.88	288 grade... 45.88



Order No. 4D2520 14K richly carved lion paw, rose or polished. Mounting, \$5.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2521 14K "Barnard Special" new, popular. Mounting, \$9.88. Complete with $\frac{1}{6}$ carat diamond.	Order No. 4D2522 14K richly hand engraved belcher, polished. Mounting, \$6.88. Complete with $\frac{1}{6}$ carat diamond.	Order No. 4D2523 14K platinum tipped and lined setting, 6- and lined setting, 6-	Order No. 4D2524 14K polished "spread" belcher mounting, \$5.88. Complete with $\frac{1}{6}$ carat diamond.	Order No. 4D2525 14K polished "spread" belcher mounting, \$5.88. Complete with $\frac{1}{6}$ carat diamond.
\$ 88 grade..... \$21.38	\$ 88 grade..... \$25.38	\$ 88 grade..... \$22.38	\$ 88 grade..... \$23.38	\$ 88 grade..... \$21.38	\$ 88 grade..... \$21.38
133 grade..... 28.38	133 grade..... 32.38	133 grade..... 29.38	133 grade..... 30.38	133 grade..... 32.38	133 grade..... 32.38
177 grade..... 32.88	177 grade..... 36.88	177 grade..... 33.88	177 grade..... 33.88	177 grade..... 34.88	177 grade..... 34.88
233 grade..... 34.88	233 grade..... 38.88	233 grade..... 35.88	233 grade..... 36.88	233 grade..... 34.88	233 grade..... 34.88
288 grade..... 47.88	288 grade..... 51.88	288 grade..... 48.88	288 grade..... 49.88		288 grade..... 47.88



Order No. 4D2525 14K platinum tipped and lined setting, 6-	Order No. 4D2526 14K polished fancy solitaire mounting, \$4.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2527 14K and onyx circle mounting, only \$8.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2528 All platinum engraved, 2 diamonds in band, \$19.88 for same. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2529 14K polished mounting, \$5.88. Complete with $\frac{1}{6}$ carat dia-	Order No. 4D2530 14K engraved square band mounting, only \$3.88. Complete with $\frac{1}{6}$ carat dia-
\$ 88 grade... \$36.50	\$ 88 grade... \$33.88	\$ 88 grade... \$37.88	\$ 88 grade... \$48.88	\$ 88 grade... \$34.88	\$ 88 grade... \$32.88
133 grade... 46.50	133 grade... 43.88	133 grade... 47.88	133 grade... 58.88	133 grade... 44.88	133 grade... 42.88
177 grade... 60.00	177 grade... 57.38	177 grade... 61.38	177 grade... 58.88	177 grade... 58.38	177 grade... 56.38
233 grade... 67.50	233 grade... 64.88	233 grade... 68.88	233 grade... 72.38	233 grade... 65.88	233 grade... 63.88
288 grade... 82.50	288 grade... 79.88	288 grade... 83.88	288 grade... 94.88	288 grade... 80.88	288 grade... 78.88



Two things to remember: FREE EXAMINATION and MONEY BACK GUARANTEE

BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# Extra Fine Qualities of Diamonds



29

Here we show extra fine mountings specially selected for the extra fine qualities of diamonds. On this page are  $\frac{1}{8}$  to  $\frac{3}{4}$  carat sizes in ladies' and men's solitaires, two and three stone rings. In EVERY size, in all five grades we will show you a clear cash saving of more than 35% or you may order the diamond returned at our expense. Send no money—risk not even one cent. Our Bankable Money Back Guarantee protects if you decide to accept our bargain offer. Mail in your selection today. See page 27 for descriptions of our FIVE FAMOUS GRADES.



Order No. 4D2531	
14K polished belcher mounting, \$4.88. Complete with $\frac{1}{8}$ carat diamond,	\$33.88
88 grade.....	\$33.88
133 grade.....	43.88
177 grade.....	57.38
233 grade.....	64.88
288 grade.....	79.88

Order No. 4D2532	
14K platinum tipped and lined "favorite" tooth mounting, \$7.88. Complete with $\frac{1}{8}$ carat diamond,	\$36.88
88 grade.....	\$36.88
133 grade.....	46.88
177 grade.....	60.38
233 grade.....	77.88
288 grade.....	82.88

Order No. 4D2533	
14K platinum setting gypsy mounting, \$6.38. Complete with $\frac{1}{8}$ carat diamond,	\$35.38
88 grade.....	\$35.38
133 grade.....	45.38
177 grade.....	58.88
233 grade.....	66.38
288 grade.....	81.38

Order No. 4D2534	
14K "Barnard Special" new, popular mounting, \$9.88. Complete with $\frac{1}{8}$ carat diamond,	\$38.88
88 grade.....	\$38.88
133 grade.....	48.88
177 grade.....	62.38
233 grade.....	69.88
288 grade.....	84.88

Order No. 4D2535	
14K richly engraved belcher mounting, \$6.88. Complete with $\frac{1}{8}$ carat diamond,	\$35.88
88 grade.....	\$35.88
133 grade.....	45.88
177 grade.....	59.38
233 grade.....	66.88
288 grade.....	81.88



Order No. 4D2536	
14K platinum prongs, engagement solitaire mounting, \$7.50. Complete with $\frac{1}{2}$ carat diamond,	\$21.88
88 grade. \$ 47.75	133 grade. 80.88
133 grade. 66.50	177 grade. 98.88
177 grade. 84.50	233 grade. 111.88
233 grade. 97.50	288 grade. 140.88
288 grade. 126.50	

Order No. 4D2537	
Exquisite platinum filigree mounting, \$21.88. Complete with $\frac{1}{2}$ carat diamond,	\$82.13
88 grade. \$ 62.13	133 grade. 80.88
133 grade. 66.50	177 grade. 98.88
177 grade. 84.50	233 grade. 111.88
233 grade. 97.50	288 grade. 140.88

Order No. 4D2538	
14K Tiffany style belcher mounting, \$3.88. Complete with $\frac{1}{2}$ carat diamond,	\$44.13
88 grade. \$ 44.13	133 grade. 62.88
133 grade. 62.88	177 grade. 80.88
177 grade. 80.88	233 grade. 93.88
233 grade. 93.88	288 grade. 122.88

Order No. 4D2539	
14K grooved band, high set mounting, \$4.88. Complete with $\frac{1}{2}$ carat diamond,	\$45.13
88 grade. \$ 45.13	133 grade. 63.88
133 grade. 63.88	177 grade. 81.88
177 grade. 81.88	233 grade. 94.88
233 grade. 94.88	288 grade. 123.88

Order No. 4D2540	
14K polished band, fancy solitaire mounting, \$3.88. Complete with $\frac{1}{2}$ carat diamond,	\$44.13
88 grade. \$ 44.13	133 grade. 62.88
133 grade. 62.88	177 grade. 80.88
177 grade. 80.88	233 grade. 93.88
233 grade. 93.88	288 grade. 122.88

Order No. 4D2541	
14K solid gold platinum setting, \$5.88. Complete with $\frac{1}{2}$ carat diamond,	\$86.38
88 grade. \$ 86.38	133 grade. 123.88
133 grade. 123.88	177 grade. 159.88
177 grade. 159.88	233 grade. 185.88
233 grade. 185.88	288 grade. 243.88



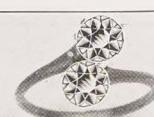
Order No. 4D2542	
14K "Baker" fashionable solitaire mounting, \$11.88. Complete with $\frac{1}{2}$ carat diamond,	\$52.13
88 grade. \$ 52.13	133 grade. 70.88
133 grade. 70.88	177 grade. 88.88
177 grade. 88.88	233 grade. 101.88
233 grade. 101.88	288 grade. 130.88

Order No. 4D2543	
14K onyx, platinum setting, mounting, only \$11.88. Complete with $\frac{1}{2}$ carat diamond,	\$11.88
88 grade. \$ 11.88	133 grade. 70.88
133 grade. 70.88	177 grade. 88.88
177 grade. 88.88	233 grade. 101.88
233 grade. 101.88	288 grade. 130.88

Order No. 4D2544	
14K "Barnard Special" new popular mounting, \$10.88. Complete with $\frac{1}{2}$ carat diamond,	\$51.13
88 grade. \$ 51.13	133 grade. 69.88
133 grade. 69.88	177 grade. 87.88
177 grade. 87.88	233 grade. 100.88
233 grade. 100.88	288 grade. 129.88

Order No. 4D2545	
14K richly hand engraved mounting, \$6.88. Complete with $\frac{1}{2}$ carat diamond,	\$59.38
88 grade. \$ 59.38	133 grade. 84.38
133 grade. 84.38	177 grade. 109.38
177 grade. 109.38	233 grade. 131.88
233 grade. 131.88	288 grade. 168.88

Order No. 4D2546	
14K platinum tipped and lined "favorite," 6-tooth mounting, \$7.88. Complete with $\frac{1}{2}$ carat diamond,	\$60.38
88 grade. \$ 60.38	133 grade. 85.38
133 grade. 85.38	177 grade. 110.38
177 grade. 110.38	233 grade. 132.88
233 grade. 132.88	288 grade. 169.88



Order No. 4D2547	
Pure platinum open mounting \$16.88. Complete with $\frac{1}{2}$ carat diamond,	\$69.38
88 grade. \$ 69.38	133 grade. 94.38
133 grade. 94.38	177 grade. 119.38
177 grade. 119.38	233 grade. 141.88
233 grade. 141.88	288 grade. 178.88

Order No. 4D2548	
14K engagement solitaire platinum mounting, \$7.88. Complete with $\frac{1}{2}$ carat diamond,	\$7.88
88 grade. \$ 60.38	133 grade. 85.38
133 grade. 85.38	177 grade. 110.38
177 grade. 110.38	233 grade. 132.88
233 grade. 132.88	288 grade. 169.88

Order No. 4D2549	
14K 3 stone ring, platinum setting mounting, \$7.88. Complete with three $\frac{3}{4}$ carat diamonds,	\$200.63
88 grade. \$ 200.63	133 grade. 295.88
133 grade. 295.88	177 grade. 391.88
177 grade. 391.88	233 grade. 502.88
233 grade. 502.88	288 grade. 622.88

Order No. 4D2550	
14K twin ring, platinum setting mounting, \$5.88. Complete with two $\frac{3}{4}$ carat diamonds,	\$5.88
88 grade. \$ 134.38	133 grade. 197.88
133 grade. 197.88	177 grade. 261.88
177 grade. 261.88	233 grade. 335.88
233 grade. 335.88	288 grade. 415.88

Order No. 4D2551	
All platinum solitaire with 6 cut diamonds in band, \$33.88. Complete with $\frac{3}{4}$ carat diamond,	\$12.25
88 grade. \$ 98.13	133 grade. 104.00
133 grade. 104.00	177 grade. 136.00
177 grade. 136.00	233 grade. 173.00
233 grade. 173.00	288 grade. 213.00

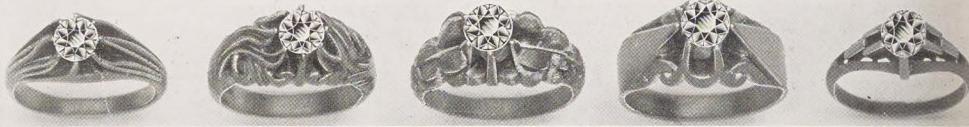
**FRENCH IVORY JEWEL CASE FREE WITH EVERY RING**  
**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.**



# WORLD'S FINEST DIAMONDS



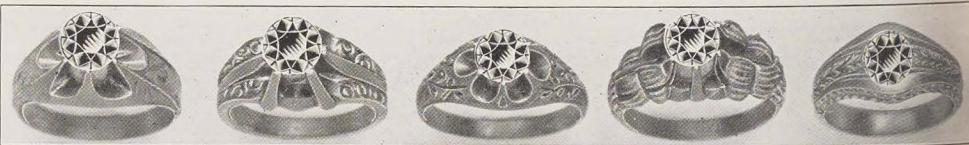
The ring mountings pictured on this page are our recommendations of settings suitable for extra fine qualities of diamonds, in sizes  $\frac{1}{2}$  to 2 carats. If you want us to send you any other size diamond with one of these mountings, see page 27 for complete price list of unmounted diamonds. No more beautiful or perfect designs have ever been created. We ship for your free inspection. Every ring Money Back Guaranteed in writing. Ivory jewel cases FREE.



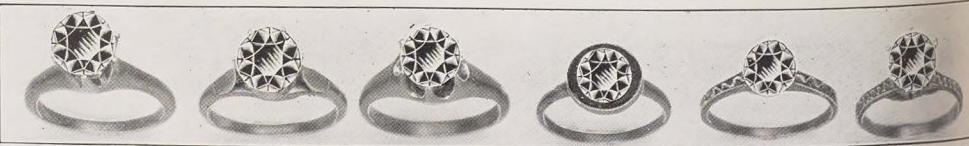
Order No. 4D2553	Order No. 4D2554	Order No. 4D2555	Order No. 4D2556	Order No. 4D2557
14K rose finish, polished prongs, mounting, only \$6.88. Complete with $\frac{1}{8}$ carat diamond. \$88 grade....\$ 59.38 133 grade.... 84.38 177 grade.... 109.38 233 grade.... 131.88 288 grade.... 168.88	14K hand carved heavy rose or Roman finish, \$9.88. Complete with $\frac{1}{8}$ carat diamond. \$88 grade.... \$ 62.38 133 grade.... 87.38 177 grade.... 112.38 233 grade.... 134.88 288 grade.... 171.88	14K richly hand carved lion paw, platinum setting, \$9.88. Complete with $\frac{1}{4}$ carat diamond. \$88 grade.... \$ 74.13 133 grade.... 105.88 177 grade.... 137.88 233 grade.... 174.88 288 grade.... 214.88	14K richly hand engraved solitaire, \$7.88. Complete with $\frac{1}{4}$ carat diamond. \$88 grade.... \$ 72.13 133 grade.... 103.88 177 grade.... 135.88 233 grade.... 172.88 288 grade.... 212.88	14K green finish, platinum oblong prongs, mounting, \$14.00. Complete with $\frac{1}{4}$ carat diamond. \$88 grade.... \$ 76.25 133 grade.... 103.88 177 grade.... 135.88 233 grade.... 172.88 288 grade.... 219.00



Order No. 4D2558	Order No. 4D2559	Order No. 4D2560	Order No. 4D2561	Order No. 4D2562	Order No. 4D2563
14K engagement All platinum solitaire platinum engagement, solitaire mounting, \$8.00. Complete with $\frac{1}{8}$ carat diamond. \$88 grade. \$ 85.00 133 grade. 124.25 177 grade. 162.00 233 grade. 206.00 288 grade. 256.00	All platinum engagement, solitaire platinum mounting, \$12.88. Complete with $\frac{1}{8}$ carat diamond. \$88 grade. \$ 89.88 133 grade. 129.13 177 grade. 166.88 233 grade. 210.88 288 grade. 260.88	14K twin ring, platinum prongs, \$9.88. Complete with two 1 carat diamonds. \$88 grade. \$185.88 133 grade. 275.88 177 grade. 363.88 233 grade. 475.88 288 grade. 585.88	14K engagement platinum prongs, \$8.00. Complete with 1 carat diamond. \$88 grade. \$ 96.00 133 grade. 141.00 177 grade. 185.00 233 grade. 241.00 288 grade. 296.00	All platinum solitaire, pierced, belcher mounting, \$16.88. Complete with 1 carat diamond. \$88 grade. \$104.88 133 grade. 149.88 177 grade. 193.88 233 grade. 249.88 288 grade. 304.88	14K Tiffany style solitaire, pierced, belcher mounting, \$4.88. Complete with 1 carat diamond. \$88 grade. \$ 92.88 133 grade. 137.88 177 grade. 181.88 233 grade. 237.88 288 grade. 292.88



Order No. 4D2564	Order No. 4D2565	Order No. 4D2566	Order No. 4D2567	Order No. 4D2568
14K heavy hand engraved belcher mounting, \$12.88. Complete with $\frac{1}{4}$ carat diamond. \$88 grade....\$127.88 133 grade.... 182.88 177 grade.... 237.88 233 grade.... 245.88 288 grade.... 300.88	14K heavy chased engraved mounting, \$12.88. Complete with $\frac{1}{8}$ carat diamond. \$88 grade.... \$111.88 133 grade.... 162.63 177 grade.... 212.13 233 grade.... 276.13 288 grade.... 338.88	14K richly hand engraved solitaire mounting, \$8.88. Complete with 1 carat diamond. \$88 grade.... \$ 96.88 133 grade.... 141.88 177 grade.... 185.88 233 grade.... 241.88 288 grade.... 296.88	14K richly hand carved lion paw mounting, \$8.88. Polished or rose finish. Complete with 1 carat diamond. \$88 grade.... \$ 96.88 133 grade.... 141.88 177 grade.... 185.88 233 grade.... 241.88 288 grade.... 296.88	Solid pure platinum, wonderfully engraved all around, mounting, \$68.00. Complete with $\frac{1}{4}$ carat diamond. \$133 grade.... \$184.25 177 grade.... 245.00 233 grade.... 301.00 288 grade.... 356.00



Order No. 4D2569	Order No. 4D2570	Order No. 4D2571	Order No. 4D2572	Order No. 4D2573	Order No. 4D2574
14K engagement solitaire platinum prongs, \$8.00. Complete with $\frac{1}{8}$ carat diamond. \$88 grade. \$146.00 133 grade. 215.00 177 grade. 284.00 233 grade. 365.00 288 grade. 473.00	14K engraved with platinum sides, mounting, \$15.88. Complete with $\frac{1}{2}$ carat diamond. \$88 grade. \$153.88 133 grade. 222.88 177 grade. 291.88 233 grade. 372.88 288 grade. 480.88	14K Tiffany style belcher mounting, \$3.88. Complete with $\frac{1}{4}$ carat diamond. \$88 grade. \$118.88 133 grade. 173.88 177 grade. 228.88 233 grade. 298.88 288 grade. 378.88	14K platinum onyx filigree cup setting, mounting, \$18.00. Complete with $\frac{1}{8}$ carat diamond. \$88 grade. \$117.00 133 grade. 167.75 177 grade. 217.25 233 grade. 281.25 288 grade. 344.00	14K band, platinum filigree cup setting, mounting, \$15.00. Complete with $\frac{1}{4}$ carat diamond. \$88 grade. \$114.00 133 grade. 164.75 177 grade. 214.25 233 grade. 278.25 288 grade. 341.00	All platinum engraved all around, mounting, \$29.00. Complete with $\frac{1}{4}$ carat diamond. \$88 grade. \$144.00 133 grade. 199.00 177 grade. 254.00 233 grade. 324.00 288 grade. 404.00

BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.

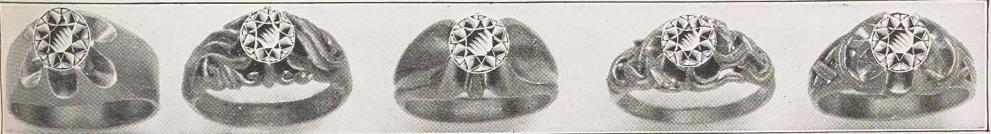
# YOUR CHOICE OF 5 GRADES

31

These extra fine quality diamond rings are startling bargains. So is every piece of diamond jewelry in this book. No bargain "sale" can go beyond our money-saving prices—because we have imported these diamonds direct from the European cutters; we have manufactured the mountings; and we have built up a big volume of business which permits amazingly small profits. Every middle-man's tax, every waste has been wiped out and handed to you as a cash saving. Others can go to any length, offer any discount or bargain-sale inducement, and even then our import price will be far lower. See, compare, decide for yourself at our expense. Every diamond Money Back Guaranteed.



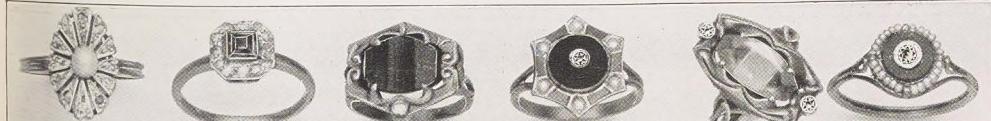
Order No. 4D2575	Order No. 4D2576	Order No. 4D2577	Order No. 4D2578	Order No. 4D2579	Order No. 4X2576
All platinum, filigree ornaments. Mounting, \$19.88. Complete with 1 1/4 carat diamond. \$177 grade. \$244.88 233 grade. 314.88 288 grade. 394.88	14K richly engraved, platinum ornaments, \$19.88. Complete with 2 carat diamond. \$133 grade. \$312.48 177 grade. 409.28 233 grade. 532.48 288 grade. 653.48	All platinum with 6 fine perfect cut diamonds in band, mounting, \$34.88. Complete with 7/8 carat diamond. \$133 grade. \$151.13 177 grade. 188.88 233 grade. 232.88 288 grade. 282.88	14K green gold finish, with 8 broad platinum prongs, mounting, \$14.00. Complete with 5/8 carat diamond. \$133 grade. \$ 91.50 177 grade. 116.50 233 grade. 139.00 288 grade. 176.00	14K "Barnard Special" new popular mounting, \$9.88. Complete with 1 carat diamond. \$133 grade. \$ 97.88 177 grade. 116.50 233 grade. 142.88 288 grade. 242.88	14K grooved, carved rose finish, except on edges of prongs, mounting, \$6.88. Complete with 3/4 carat diamond. \$177 grade. \$134.88 233 grade. 171.88 288 grade. 211.88



Order No. 4X2577	Order No. 4X2578	Order No. 4X2579	Order No. 4D2580	Order No. 4D2581
14K heavy polished belcher mounting, \$8.88. Complete with 2 carat diamond. \$133 grade. .... \$301.48 177 grade. .... 398.28 233 grade. .... 521.48 288 grade. .... 642.48	14K richly hand carved mounting, \$13.88. Complete with 1 carat diamond. \$ 88 grade. .... \$101.88 133 grade. .... 146.88 177 grade. .... 190.88 233 grade. .... 246.88 288 grade. .... 301.88	14K platinum tipped and lined "favorite" 6-tooth, \$9.88. Complete with 1 1/2 carat diamond. \$133 grade. .... \$216.88 177 grade. .... 285.88 233 grade. .... 366.88 288 grade. .... 474.88	14K "woven" carved rose finish mounting, \$12.88. Complete with 1 carat diamond. \$ 88 grade. .... \$100.88 133 grade. .... 145.88 177 grade. .... 189.88 233 grade. .... 245.88 288 grade. .... 300.88	14K heavy hand carved rose finish mounting, \$12.88. Complete with 1 1/4 carat diamond. \$133 grade. .... \$182.88 177 grade. .... 237.88 233 grade. .... 307.88 288 grade. .... 387.88



Order No. 4D2582	Order No. 4D2583	Order No. 4D2584	Order No. 4D2585	Order No. 4D2586
Our most beautiful ring, all platinum, wonderfully engraved all around, mounting, \$68.00. Complete with 1 carat diamond. \$177 grade. .... \$245.00 233 grade. .... 301.00 288 grade. .... 356.00	14K carved rose finish mounting, \$9.88. Complete with 1/2 carat diamond. \$ 88 grade. .... \$ 50.13 133 grade. .... 68.88 177 grade. .... 86.88 233 grade. .... 99.88 288 grade. .... 128.88	14K 3 stone gypsy ring, carved, rose finish mounting, \$9.00. Complete with 3/8 and 1/4 carat diamonds. \$133 grade. .... \$49.50 177 grade. .... 58.00 233 grade. .... 65.00 288 grade. .... 87.00	14K carved 3 stone ring mounting, \$10.88. Complete with 3/4 carat diamond. \$133 grade. .... \$ 78.38 177 grade. .... 91.88 233 grade. .... 97.88 288 grade. .... 136.88	14K gypsy, onyx circle, platinum setting, \$9.88. Complete with 3/8 carat diamond. \$133 grade. .... \$48.88 177 grade. .... 62.38 233 grade. .... 69.88 288 grade. .... 84.88



Order No. 4D2587	Order No. 4D2588	Order No. 4D2589	Order No. 4D2590	Order No. 4D2591	Order No. 4D2592
14K band, platinum top paved with blue white diamond and genuine pearl center, our price, \$29.88	14K emerald or sapphire center diamond cluster, platinum setting. Our price, \$27.50.	10K rose finish, fine reconstructed genuine emerald, 1 diamond. Our price, \$11.88.	10K onyx and pearls, 1 fine diamond. Our price, \$9.88	10K green finish, genuine reconstructed sapphire, 2 fine diamonds. Our price, \$15.88.	14K onyx and pearls, fine blue white diamond. Our price, \$16.88.

## Send no Money in Advance!

Just write a letter in your own way, tell us what you want to see and we'll ship at our expense. You'll not be obliged to buy. See page 7 for our simple ordering instructions.

## Here are your Money Back Rights

You can return the diamond through any bank in America, or direct to us and receive instantly the full price in cash or less 10 per cent; you may exchange at full value at any time; carat weight, color and value are all legally certified.

BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.



# Magnificent PLATINUM DIAMOND LaVallieres



These designs show a few recent examples of the work of our designing department. While the illustrations are actual photographs and exact size they do not do justice to the beauty of the mountings or diamonds. You must see them, study and compare them to properly appreciate their wonderful quality. We therefore will be glad to have you send for the one that interests you, in order that you may learn what a vast saving our import and factory prices give you. Exquisite jewel cases Free. Regular Money Back Guarantee issued.



Order No.  
4D2593

All platinum  
LaValliere and  
chain; paved  
with fine blue  
white diamonds  
\$88.00.

Order No.  
4D2594

All platinum  
LaValliere and  
chain. Flexible!  
Paved with fine  
blue white dia-  
monds \$119.88.

Order No.  
4D2595

All platinum  
LaValliere and  
chain. Filigree  
and onyx circle.  
Blue white dia-  
monds. \$78.00.

Order No.  
4D2596

All platinum  
LaValliere and  
chain. Paved  
with blue white  
diamonds.  
\$74.88.

Order No.  
4D2597

All platinum  
LaValliere and  
chain. Fine blue  
white diamonds  
\$124.88.

Order No.  
4D2598

All platinum  
LaValliere and  
chain. Paved  
with blue white  
diamonds.  
\$58.50.

Order No.  
4D2599

All platinum  
LaValliere and  
chain. 3 fine  
blue white dia-  
monds. \$68.88.



Order No. 4D2600  
All platinum La-  
Valliere and chain.  
3 extra fine blue  
white diamonds.  
\$149.88.

Order No. 4D2601  
All platinum La-  
Valliere and chain.  
3 extra fine blue  
white diamonds.  
\$198.50.

Order No. 4D2602  
All platinum La-  
Valliere and chain.  
5 extra fine dia-  
monds, 5 cut dia-  
monds in bottom  
pendant. Genuine  
pear sapphire.  
\$120.00.

Order No. 4D2603  
All platinum La-  
Valliere and chain.  
Paved with blue  
white diamonds.  
\$135.00.

Order No. 4D2604  
All platinum La-  
Valliere and chain.  
Exquisite all plat-  
num LaValliere and  
chain. Paved with  
extra fine blue dia-  
monds, white dia-  
monds, blue white dia-  
monds. \$198.00.  
cut sapphires.  
\$158.50.

## SEND NO MONEY IN ADVANCE

We want you to see one of these fine LaVallieres—at our expense and without the slightest obligation on your part. Just tell us what catalog order number you are interested in.

## Bankable, Money Back Guarantee

Issued with every LaValliere is proof that we give you equal investment value, equal money value, as in solitaire rings. You can cash in and exchange these LaVallieres just as on single diamonds.



# Finest Diamond Bar & Scarf Pins

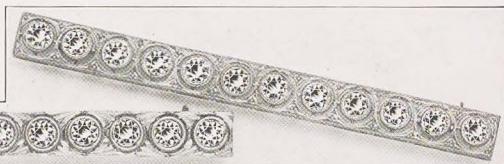


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Bar Pins and Scarf Pins designed for extra fine qualities of diamonds. These mountings are pure platinum and in a few pieces 14K solid gold. Fine jewel cases Free. We ship any article for your inspection at our expense and without obligating you to buy. Money Back Guaranteed.

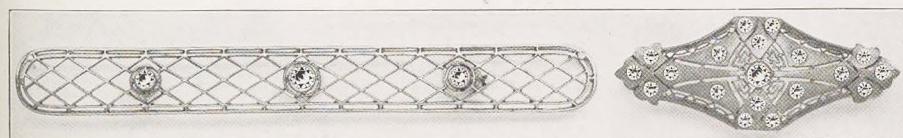


Order No. 4D2606—14 karat solid gold bar pin, set with five \$233 grade diamonds, exact size shown, **\$258.00**.



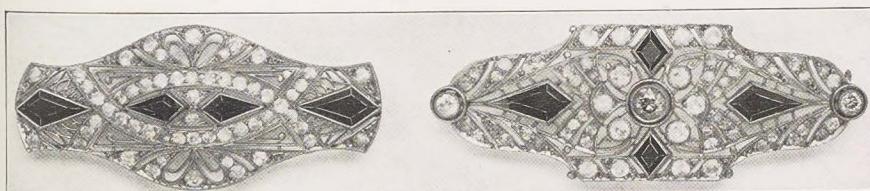
Order No. 4D2607—Platinum bar pin, 14 karat pin and safety catch; set with 14 fine diamonds, **\$177** grade, **\$433.00**.

Order No. 4D2608—Platinum bar pin, 14 karat pin and safety catch; set with 12 fine diamonds, **\$233** grade, **\$198.00**.



Order No. 4D2609—Platinum filigree bar pin, 14 karat pin and safety catch; 3 extra fine blue white diamonds, **\$78.00**.

Order No. 4D2610—Platinum new style brooch bar pin, 14 karat pin and safety catch. Paved with exquisite blue white diamonds. **\$128.00**.

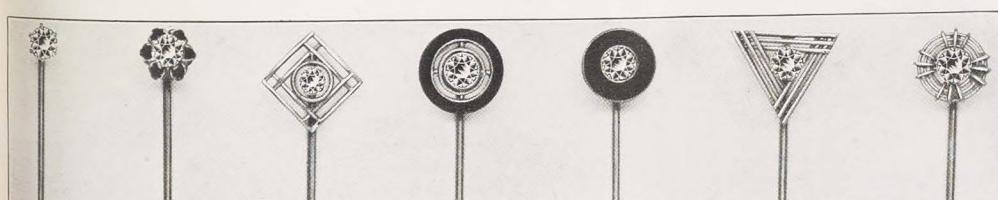


Order No. 4D2611—Platinum brooch, 14 karat pin and safety catch, paved with extra fine blue white diamonds fancy cut onyx. **\$295.00**.



Order No. 4D2612—Platinum brooch, 14 karat pin and safety catch; paved with extra fine blue white diamonds, fancy cut onyx. **\$350.00**.

## 14K Solid Gold, Platinum and Onyx Scarf Pins, Extra Fine Quality



**4D2613** 14K platinum set, mounting, \$4.00; complete \$4.88; complete with  $\frac{1}{2}$  carat  
\$88 g'e \$33.00 \$133 g'e \$43.00 \$133 g'e \$63.88  
\$177 g'e \$56.50 \$177 g'e \$81.88  
\$233 g'e \$64.00 \$233 g'e \$94.88  
\$288 g'e \$79.00 \$288 g'e 123.88

**4D2614****4D2615****4D2616****4D2617****4D2618****4D2619**

14K fancy platinum top, tinum setting, 14K pin, \$233 grade diamond. **\$24.88**

Platinum top, onyx, 14K pin, \$233 grade diamond. **\$66.00**

14K onyx platinum, \$233 grade diamond. **\$65.00**

Platinum top, 14K scarf pin, \$233 grade diamond. **\$38.00**

Platinum top, 14K pin, \$233 grade diamond. **\$59.50**

BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# DEEP CUT PRICES ON WATCHES



We have no quarrel with the jeweler who asks higher prices for his watches, then gets 25% additional in repairs during the following five years. But you as a cash buyer, have a perfect right to buy where you can buy at the very lowest cut price and get repairs free for five years. We handle only brand-new, right from the factory Elgin, Waltham, Hamilton, Howard, Illinois and Hampden movements. They are all equally fine. We don't recommend any make over the others. We have no ax to grind. You can order the make that pleases you most. Your satisfaction is our only consideration. We don't aim to make a profit on watches. We handle them solely for the accommodation of our diamond customers. Our low prices have widely advertised our diamond business. We invite you to profit by our money-saving prices.

## Repairs Guaranteed Free for Five Years!

### Dueber, World's Best Cases

We do make a recommendation on cases: there's a difference in favor of Dueber cases, better and more designs, thicker gold strata, better workmanship—which in our opinion and experience justifies our emphatic indorsement of these world's best cases. Startlingly low priced, too.

### 1916 IDEAS IN WATCH CASES

We show on the following pages the newest and best ideas in watch cases for men and women. Also up-to-the-minute styles in engraved monograms. We engrave watch cases Free! We prepay all charges. Gift cases Free.



Order No. 4W2621  
Dueber Hampden 21 jewel adjusted to temperature, 5 positions. R. R. or regular dial. Our price.

**\$25<sup>38</sup>**



Order No. 4W2623  
Hamilton, 21 jewel adjusted to temperature and 5 positions. R. R. or regular dial. Our price.

**\$32<sup>50</sup>**

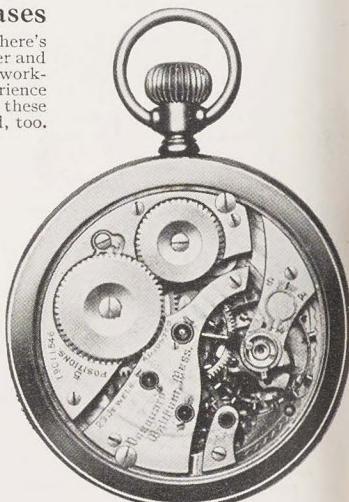


Order No. 4W2622  
16 size case, very popular with R. R. men. Illustration is slightly reduced. 20 year guaranteed Dueber, double strata 10 carat gold, your choice polished, engine turned or many fancy engraved designs. Any style monogram engraved free. At this special price can only be furnished with movements selected from this and the next page.

**\$38<sup>8</sup>**

### HOW TO ORDER WATCHES

State catalog number and remit price. If not monogrammed may be returned for instant refund if not satisfactory. Everybody knows these standard makes and we have never had a complaint on a watch. We case and adjust all watches before shipping.



Order No. 4W2624  
Waltham, 23 jewel Vanguard, adjusted to temperature and 5 positions. R. R. or regular dial. Our price.

**\$40<sup>00</sup>**



Order No. 4W2625  
Hamilton No. 950, 23 jewels, adjusted to temperature and 5 positions. R.R. or regular dial. Our price

**\$60<sup>00</sup>**

BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# SAVE MONEY on R. R. WATCHES



35

Note that we quote the rock-bottom cash price on the world's best movements; and special money-saving prices on fine Dueber cases. Nickel open face cases are included free at prices quoted for movements alone. We prepay delivery charges. We engrave monograms free in any style. We absolutely guarantee to furnish the latest serial numbers right from the factory. Adjusted and cased perfectly. REPAIRS FREE for 5 years.

**Montgomery Dials Free**  
as shown in the illustration to the right.  
Regular dials if preferred. Please state  
which you wish.

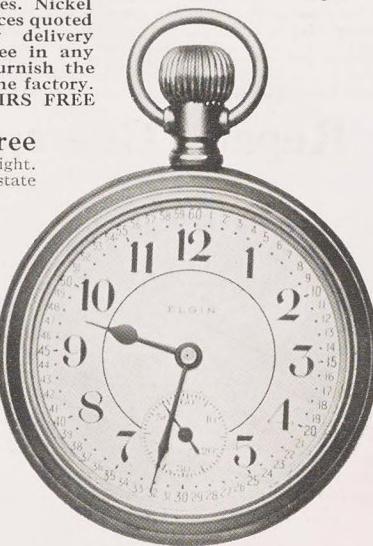
### Watch Repairing

For the accommodation of our customers we will take care of their repair work on their own watches, not bought from us, at actual cost. We employ watchmakers of experience to adjust our new watches and offer their services to you without profit. Estimates free any time.



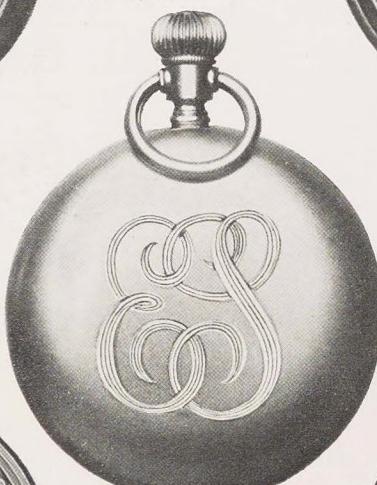
Order No. 4W2626

Bunn Special Illinois, 21 jewel, adjusted to temperature and the only watch adjusted to 6 positions.

\$33<sup>00</sup>

Order No. 4W2627

This shows Elgin Veritas (see movement below) with Montgomery dial. No extra charge for this R. R. dial. Nickel or silveroid case as shown here free with any R. R. movement shown on these two pages.



Order No. 4W2628

16 size (exact size) special R. R. case, dust-proof, swing ring style, 20 year guarantee by Dueber factories. 10K solid gold double strata plates. Your choice, plain, polished, engine turned or many richly engraved designs. At following price will only be furnished to purchasers of the R. R. movements shown on these two pages.

\$58<sup>8</sup>

Order No. 4W2629

B. W. Raymond 19 jewel Elgin R. R. movement, adjusted to temperature and 5 positions. Our price.

\$29<sup>00</sup>

**Full descriptions** of all these R. R. movements will be gladly furnished free on request.



Order No. 4W2630

Famous Elgin Veritas, 23 jewel, adjusted to temperature and 5 positions. Our price.

\$40<sup>00</sup>

### Perfect Engraving Free

Order by number. Print out your initials thus: A B C, etc.



*Script*  
22





# 1916 IDEAS in LADIES' WATCHES



The movements are Elgin, Waltham and Hampden, all the best produced in American factories. The cases are Dueber, made in the Dueber-Hampden factories, and which we unreservedly guarantee the finest from every standpoint: variety, workmanship and quality. Note our money-saving cash prices. Monograms engraved free. We prepay delivery charges anywhere in the U. S. A.



Order No. 4W2631

Sizes, 0 and 400; case, hunting or open face, 20 year gold filled. Elgin, Waltham or Hampden.

7 jewel movement... \$10.88

15 jewel movement... \$15.88

Order No. 4W2632

Sizes, 0 and 400; case, hunting or open face, 20 year gold filled. Elgin, Waltham or Hampden.

7 jewel movement... \$10.88

15 jewel movement... \$15.88

Order No. 4W2633

Sizes, 0 and 400; case, hunting or open face, 20 year gold filled. Elgin, Waltham or Hampden.

7 jewel movement... \$10.88

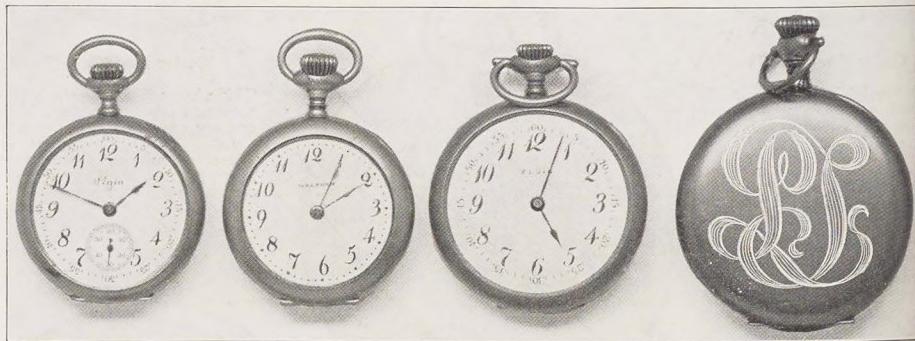
15 jewel movement... \$15.88

Order No. 4W2634

Sizes, 0 and 400; case, hunting or open face, 20 year gold filled. Elgin, Waltham or Hampden.

7 jewel movement... \$10.88

15 jewel movement... \$15.88



**Order No. 4W2635**—"Lady Elgin," the smallest high-grade American made watch in the world. 15 jewel movement. Open face only.

25 year gold filled... \$24.88

14 carat solid gold... 30.88

**Order No. 4W2637**—500 size Elgin, "Lady Raymond" 15 jewel movement.

25 year gold filled... \$21.88

14 carat solid gold... 29.88

**Order No. 4W2636**—Waltham "Jewel" size tiny ladies' watch. 15 jewels. Open face only.

20 year gold filled... \$19.88

25 year gold filled... 21.88

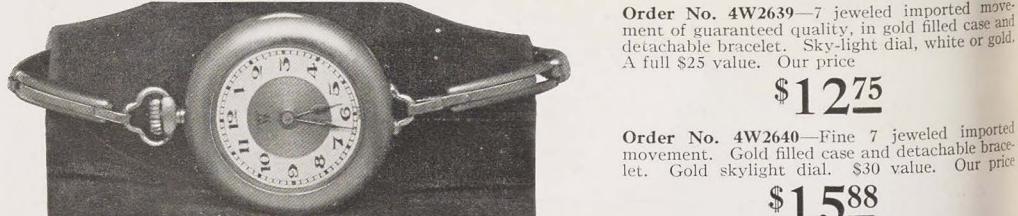
14 carat solid gold... 29.88

**Order No. 4W2638**—Ladies' 0 size 17 jewel Elgin or Waltham movement.

20 year gold filled... \$19.88

25 year gold filled... 21.88

14 carat solid gold... 29.88



4W2639

## How to Order Watches

State catalog number and description; and remit price in any convenient form. Unless you order free engraving, you are at liberty to return any watch for a full cash refund if it is not what you want, after examination. Jewel case free with every watch. 5 year free repair guarantee with all American made movements.



4W2640

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**



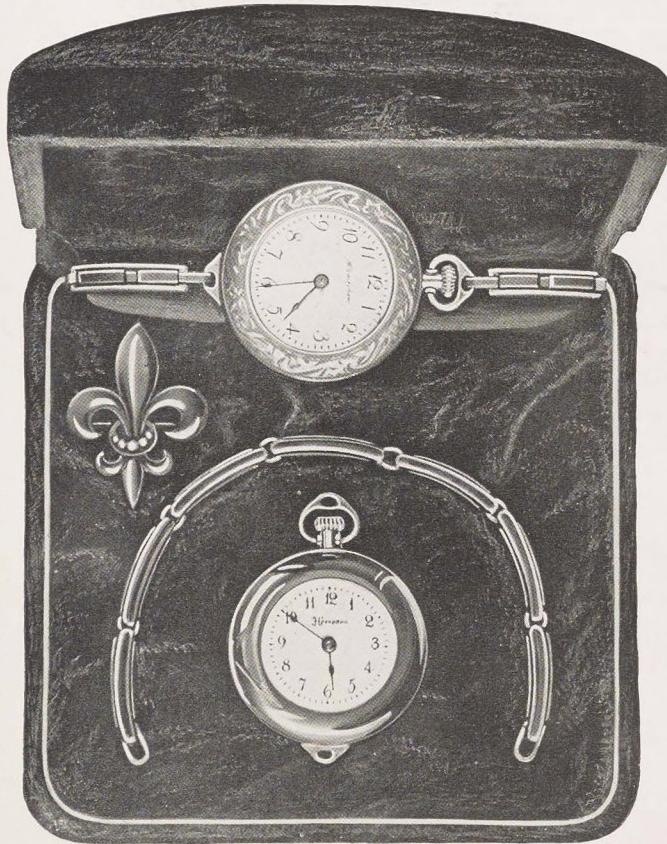
# 1916 Fashions in Wrist Watches

37



Today there's only one style of watch for ladies' wear—a bracelet watch with separable extension bracelet and detachable links. They wear these watches on the wrist, and on chatelaine pins, and with watch chains and fobs. Thus they enjoy many uses from a single good watch, and that ease of change with different clothes that delights the heart of all women.

Wrist watches are no whim of fashion—they are desired for practical use, and now that the best grades may be secured at the low prices we quote you may make a most acceptable, truly royal gift from these illustrations. Fine gift cases and engraving are Free. Unless engraved, full price will be refunded if returned for any reason after examination. Remit in any convenient form.



## Solid Gold Bracelet Watch

**\$14.88**

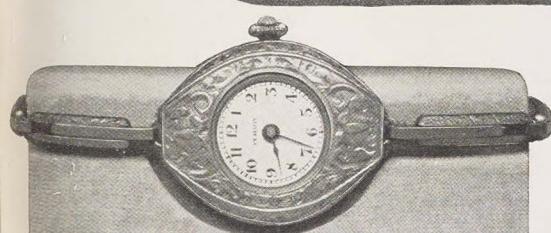
Just think of it! A solid gold extra fine quality bracelet watch for only \$14.88. When you read our description of this high grade wrist watch you will wonder at our being able to quote so startling low a price. This is truly the most sensational watch bargain ever offered in America.

**Order No. 4W2641**  
**Watch movement:** This is the famous American-made Hampden watch, equal to Elgin, Waltham, etc. The movement is made from pure nickel and is completely jeweled. This is guaranteed by us and the makers an accurate timekeeper.  
**Size:** known as 400 size, smaller than the regular ladies' 0 size. Illustration is actual size. Case is 10 K solid gold through and through. Has "sky-light" dial which makes watch appear

still smaller. Your choice, white or gilt dial. Bracelet is fine quality gold-filled with detachable links, making adjustment of wrist size easy. Your choice: engraved or plain front; polished or Roman.

**Watch, Bracelet and Gift Case, \$14.88**  
10 carat solid gold and pearl chatelaine pin, \$2.98.

**Order No. 4W2642—**"American Beauty" tonneau shape bracelet watch, fine 7 jewel imported movement, gold or white sky-light dial, case and bracelet gold-filled, best 20 year guaranteed quality. A \$35 value. In gift cases, our price, **\$16.88**.



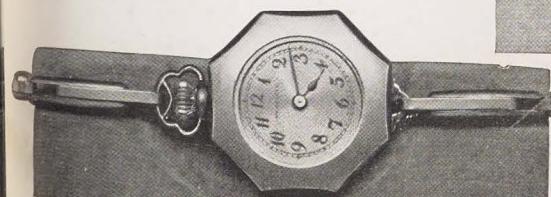
4W2642

**Order No. 4W2643—**"American Beauty" octagon shape bracelet watch with detachable bracelet; can be used alone or as wrist watch; 20 year guaranteed gold filled case and bracelet. Gold or white sky dial.  
7 jewel imported movement.....\$18.98  
15 jewel imported movement.....\$20.88



4W2643

**Order No. 4W2644—**"American Beauty" octagon shape bracelet watch with detachable bracelet; can be used alone or as wrist watch; 20 year guaranteed gold filled case and bracelet. Gold or white sky dial.  
7 jewel imported movement.....\$18.98  
15 jewel imported movement.....\$20.88



4W2644

**BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**



# NEWEST 16 Size MEN'S WATCHES



16 size gold filled double strata cases guaranteed 20 and 25 years, with Elgin, Waltham, Illinois and Hampden movements. Engraving is free. We prepay all charges.



Order No. 4W2645—20 year case

Order No. 4W2646—20 year case

Order No. 4W2647—20 year case



Order No. 4W2648—20 year case

Order No. 4W2649—20 year case

Order No. 4W2650—20 year case



Order No. 4W2651—25 year case

Order No. 4W2652—25 year case

Order No. 4W2653—25 year case

20 year guaranteed gold filled cases complete with  
Elgin, Waltham or other fine movement.

7 jewel movement	\$ 9.88; hunting	\$12.88
17 jewel movement	\$15.88; hunting	\$18.88
21 jewel movement	\$29.88; hunting	\$32.88

25 year gold filled cases.

7 jewel movement	\$11.88; hunting	\$13.88
17 jewel movement	\$17.88; hunting	\$19.88
21 jewel movement	\$31.88; hunting	\$33.88

# 1916 Styles in Men's <sup>12</sup> SIZE Watches

39



Now the most popular men's size. Illustrations are slightly reduced. Elgin, Waltham, Illinois or Hampden movements. Cases are Dueber, solid gold double strata, guaranteed for 20 and 25 years. Engraved Free.



4W2654—20 year

4W2655—20 year

4W2656—20 year

4W2657—20 year

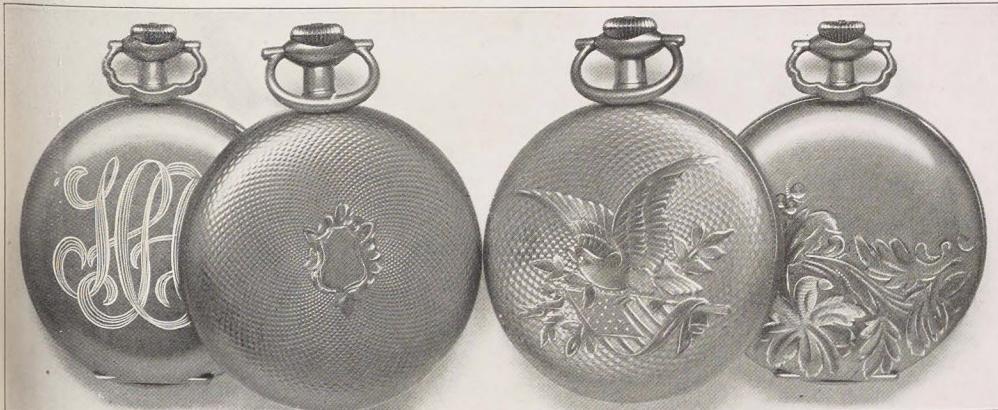


4W2658—20 year

4W2659—20 year

4W2660—20 year

4W2661—20 year



4W2662—25 year

4W2663—25 year

4W2664—25 year

4W2665—25 year

All 20 year cases:

7 jewel movement.....\$ 9.88; hunting.....\$12.25

17 jewel movement.....\$14.88; hunting.....\$17.25

19 jewel movement.....\$31.88; hunting.....\$34.25

These gold filled cases with Elgin, Waltham, Hampden or Illinois movements.

All 25 year cases:

7 jewel movement.....\$11.88; hunting.....\$14.25

17 jewel movement.....\$16.88; hunting.....\$19.88

19 jewel movement.....\$33.88; hunting.....\$36.88

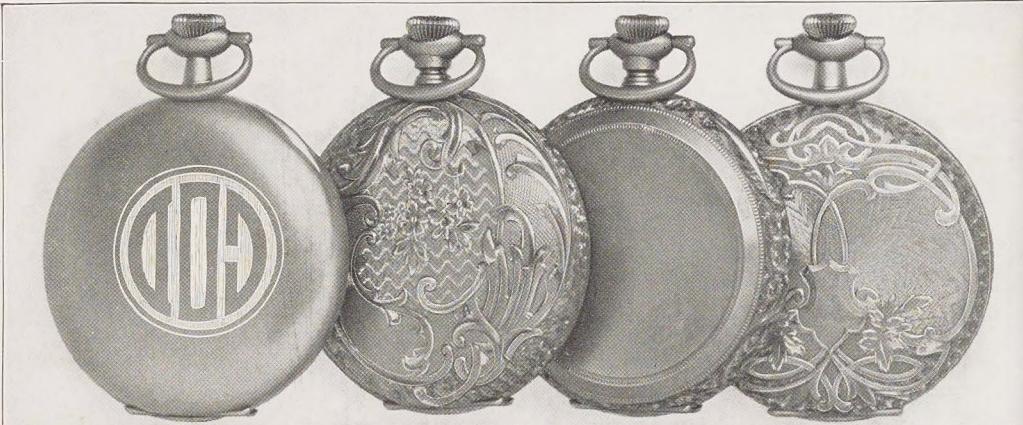
These gold filled cases with Elgin, Waltham, Hampden or Illinois movements.

BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.



# 14 Karat Solid Gold Watches

Heavy, perfect 14 karat solid gold watches at amazingly low prices. Your choice, Elgin, Waltham, Hampden or Illinois movements. Engraving and gift cases free.



**Order No. 4W2666**—12 size, open face, 14 karat solid gold. 17 jewel movement... \$35.88  
19 jewel movement... 52.88  
23 jewel movement... 89.88  
Hunting, extra..... 3.88

**Order No. 4W2667**—12 size open face. 14 karat solid gold. 17 jewel movement... \$35.88  
19 jewel movement... 52.88  
23 jewel movement... 89.88  
Hunting, extra..... 3.88

**Order No. 4W2668**—12 size, open face. 14 karat solid gold. 17 jewel movement... \$35.88  
19 jewel movement... 52.88  
23 jewel movement... 89.88  
Hunting, extra..... 3.88

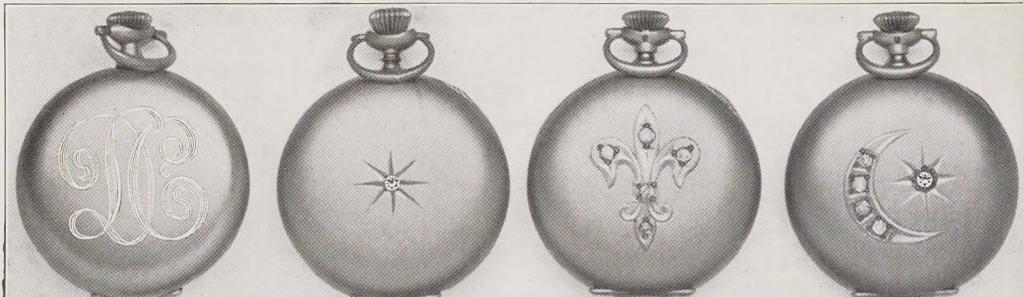
**Order No. 4W2669**—12 size, open face. 14 karat solid gold. 17 jewel movement... \$35.88  
19 jewel movement... 52.88  
23 jewel movement... 89.88  
Hunting, extra..... 3.88



**Order No. 4W2670**—16 size hunting, 14 karat solid gold case. 17 jewel movement..... \$42.88  
21 jewel movement..... 62.88

**Order No. 4W2671**—16 size hunting, 14 karat solid gold, heavy. 17 jewel movement..... \$52.88  
21 jewel movement..... 72.88

**Order No. 4W2672**—16 size hunting, 14 karat solid gold, extra heavy. 17 jewel movement..... \$68.88  
21 jewel movement..... 88.88



**Order No. 4W2673**—0 and 400 size, 14 karat solid gold. 7 jewel movement... \$14.88  
15 jewel movement... 18.88  
17 jewel movement... 24.88

**Order No. 4W2674**—0 size, 14 karat and diamond, htg. 7 jewel movement... \$22.88  
15 jewel movement... 26.88  
17 jewel movement... 32.88

**Order No. 4W2675**—500 size, 14 karat and diamond, htg. 7 jewel movement... \$45.00  
15 jewel movement... 49.00  
17 jewel movement... 55.00

**Order No. 4W2676**—400 size, 14 karat and diamond, htg. 7 jewel movement... \$45.00  
15 jewel movement... 49.00  
17 jewel movement... 55.00

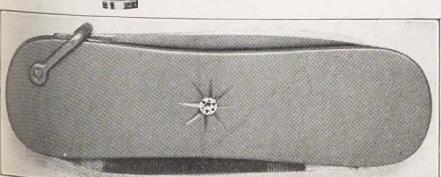


# Rings for Weddings, Birthdays, Gifts

"BARNARD Wedding Rings Make Happy Marriages"



41



**Order No. 4R2677** — The correct, stylish, popular Tiffany style. 14K. solid gold... \$3.88  
18K. solid gold... 4.88  
One piece, seamless, pure.

**Order No. 4R2678** — Just a little wider. One piece, seamless, pure.  
14K. solid gold, \$4.88  
18K. solid gold, \$5.88

Our Wedding Rings are all made from one piece of pure gold, seamless; it is therefore necessary that you give the finger size, according to scale on page 7, as we make the rings to order, and do not merely "size" them. Our price is figured by the "pennyweight" and weight for weight, we save you HALF the jeweler's price. Inscriptions engraved inside free. White satin, white velvet lined jewel case free. And we ship within 12 hours from receipt of your order, too. Your wedding will be on time if you order a Barnard wedding ring.

<b>4R2679</b>	<b>4R2680</b>	<b>4R2681</b>
Medium One piece, heavy. One piece, seamless, piece, pure. seamless, 14K. solid 14K. solid pure. gold, gold, 14K. solid \$6.88 \$8.88 gold, 18K. solid 18K. solid \$5.88 gold, gold, 18K. solid \$7.88 \$10.88 gold.		

\$6.88

## Solid Gold Birthstone Rings only \$1.66

2683      2684      2685      2686      2687



2688

2689

2690      2691      2692      2693      2694

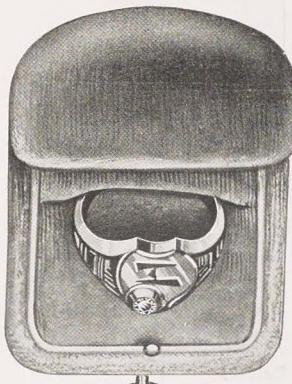
Pretty stones set in solid gold solitaire rings, the biggest value ever offered at this bargain price. Gift cases free.

**Order No. 4R2696** — 14 karat solid gold hand carved Signet ring, rose finish, with raised Jap initials, and fine blue white diamond.

**\$1988**

**Order No. 4K2696** — 10 karat solid gold handled knife, very dressy, fine blue white diamond, \$10 value.

**\$688**



BARNARD & CO., N.W. Cor. Michigan Ave. & Adams St., CHICAGO, U.S.A.



# Gifts for XMAS, BIRTHDAYS, Etc.

Solid gold La Vallieres and scarf pins, set with birthstones for all the year. Our position as manufacturers gives us a big advantage in serving you, both in design and quality. Besides our price is less than HALF what jewelers must ask. Two special bargains in necklaces.



4L2701-\$1.88

4L2702-\$1.98

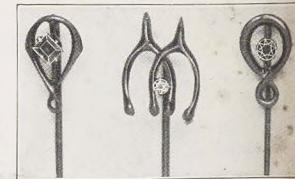
4L2703-\$3.88

4L2704-\$3.88

Exquisite solid gold La Vallieres with full length chains, set with fine birthstones. State which stone is desired. See list at right.

## LIST OF BIRTHSTONES

Jan., Garnet	July, Ruby
Feb., Amethyst	Aug., Sardonyx
Mar., Bloodstone	Sept., Sapphire
April, Brilliant	Oct., Opal
May, Emerald	Nov., Topaz
June, Moss	Dec., Turquoise
	Agate



4P2705

\$2.33

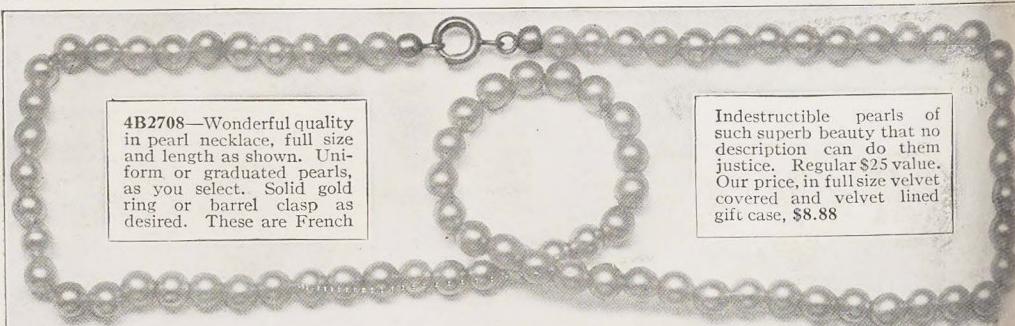
4P2706

\$2.33

4P2707

\$1.88

Solid gold full length scarf pins set with any birthstone from list above. State which.

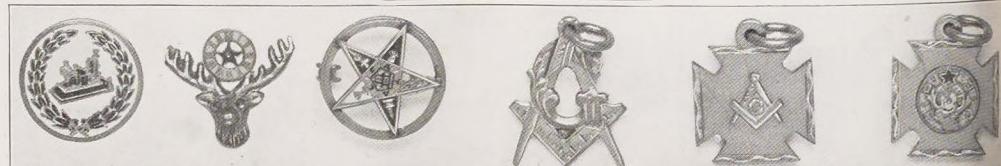


4B2708—Wonderful quality in pearl necklace, full size and length as shown. Uniform or graduated pearls, as you select. Solid gold ring or barrel clasp as desired. These are French

Indestructible pearls of such superb beauty that no description can do them justice. Regular \$25 value. Our price, in full size velvet covered and velvet lined gift case, \$8.88



4B2709  
Solid gold beads full 14 inches long. Graduated size beads. Invisible patent safety catch. Polished or Roman. \$10 value. Our price, \$5.88



4E2710  
Button. Solid gold. R. R. Tele., only 88c.

4E2711  
Solid gold Elk button enam. rubies, \$1.88.

4E2712  
Eastern Star pin. Solid gold, 88c.

4E2713  
10K solid gold Masonic charm. \$5 value, \$3.33.

4E2714  
Masonic charm solid gold shell, \$1.88.

4E2715  
Elk charm or any other lodge, solid gold shell, \$1.88.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**



# More Helpful Gift Suggestions



43

What to give men folks is pretty completely answered on this page. The quality is supreme, absolutely guaranteed. And the price will be half or less what you would expect from retail quotations. Fine gift cases free. Engraving is free. We prepay all charges.



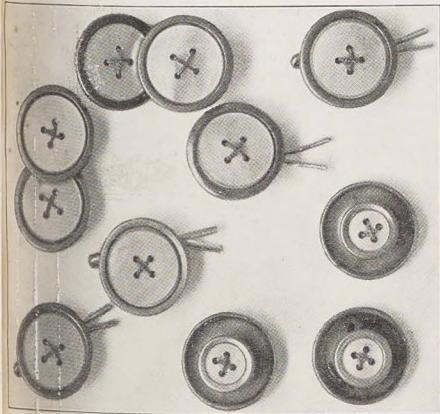
**4S2716**—Fine quality gold filled set, coat chain, tie pin, tie clasp, and cuff links. \$5 value. Our price, \$2.50.



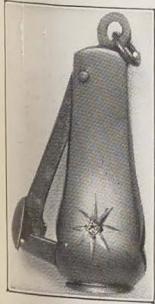
**4F2717**  
10K gold, ribbon  
fob, \$1.88.  
**4L2720**  
10K gold locket,  
\$3.50.

**4F2718**  
10K gold, ribbon  
fob, \$3.48.  
**4L2721**  
Charm, 10K gold,  
\$4.88.

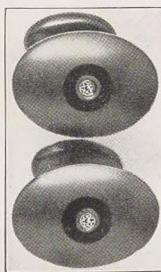
**4F2719**  
10K gold, ribbon  
fob, \$3.33.  
**4L2722**  
10K gold charm,  
\$6.88.



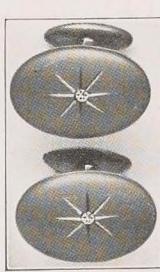
**4S2723**—Set of pearl vest, cuff and shirt buttons. Extra fine quality. \$2.50 value. Our price, \$1.33. Illustrations are reduced in size. Fobs are full 6 inches long, and lockets and charms in proportion. Engraving is free. Gift cases free.



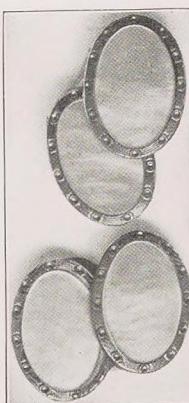
**4G2731**  
10K solid gold cigar  
cutter, sharp steel  
blade, 1 diamond, \$4.88



**4C2724**  
10K solid gold cuff  
links, 2 fine blue  
white diamonds, set  
in blk. enam., \$14.88



**4C2725**  
10K solid gold cuff  
links, set with 2  
diamonds, \$1.88.



**4C2726**  
Platinoid, pearl  
soft-cuff links,  
special, 88c.



**4E2728** Solid gold  
33c      **4E2729** Solid gold  
38c      **4E2730** Solid gold  
38c      **4E2731** Gold filled  
68c



**4T2727**  
10K solid gold tie clasp, 1  
diamond, \$1.88.



# JEWELRY and GIFTS for MEN

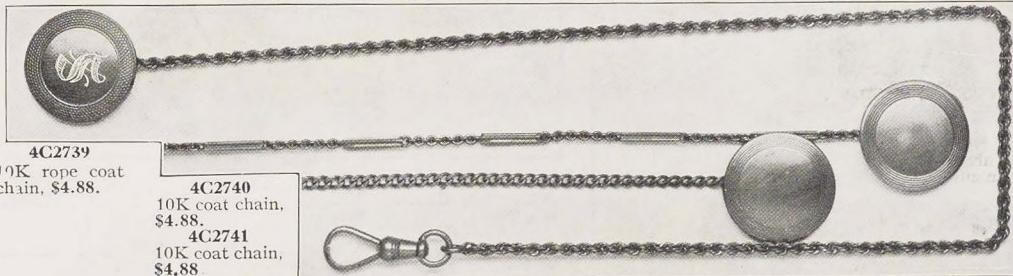


There are just two kinds of chains that are the fashion today, and we show splendid patterns in both on this page. And our factory price for these solid gold chains is so surprisingly low that it becomes a waste of good money to buy gold filled or plated. 4C2738 is rope chain shown full length.

4C2732
10K
\$3.88
4C2733
10K
\$6.88
4C2734
10K
\$7.88
4C2735
10K
\$9.88
4C2736
10K
\$7.88
4C2737
10K
\$9.88
4C2738
10K
\$6.88



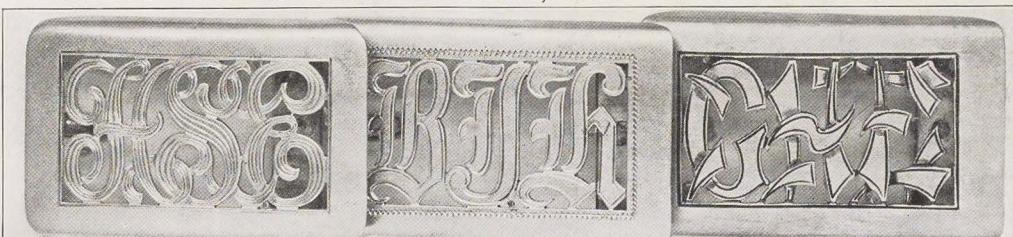
Solid Gold Coat Chains. Engraved FREE!



4C2739  
10K rope coat  
chain, \$4.88.

4C2740  
10K coat chain,  
\$4.88.  
4C2741  
10K coat chain,  
\$4.88

## BELTS with BUCKLES IN GOLD, GOLD FRONT and SILVER



4B2742—Complete with any length  
tubular belt, best quality.

Sterling silver.....	\$ 5.88
12K gold front.....	5.88
10K solid gold.....	15.88
14K solid gold.....	21.88

4B2743—Complete with any length  
tubular belt, best quality.

Sterling silver.....	\$ 5.88
12K gold front.....	5.88
10K solid gold.....	15.88
14K solid gold.....	21.88

4B2744—Complete with any length  
tubular belt, best quality.

Sterling silver.....	\$ 5.88
12K gold front.....	5.88
10K solid gold.....	15.88
14K solid gold.....	21.88



4E2745  
Woodmen



4E2746  
K. of P.



4E2747  
Elk



4E2748  
K. of C.



4E2749  
Trainmen



4E2750  
B. of L. E. & F.



4E2751  
Odd Fellows



4E2752  
W. of W.

Any of the above in gold filled, 25c or in solid gold, 68c.

**BARNARD & CO., N. W. Cor. Michigan Ave. & Adams St., CHICAGO, U. S. A.**

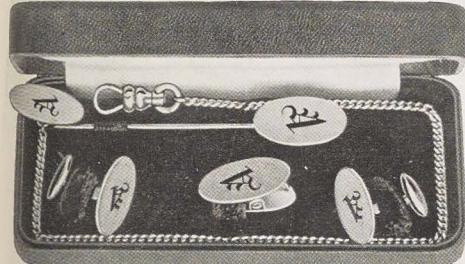


# GIFTS THAT MEN APPRECIATE

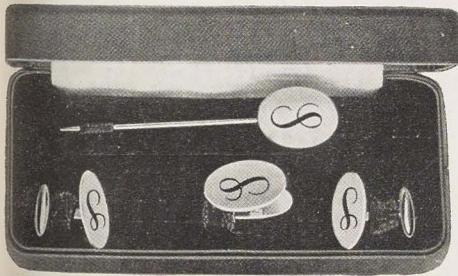


45

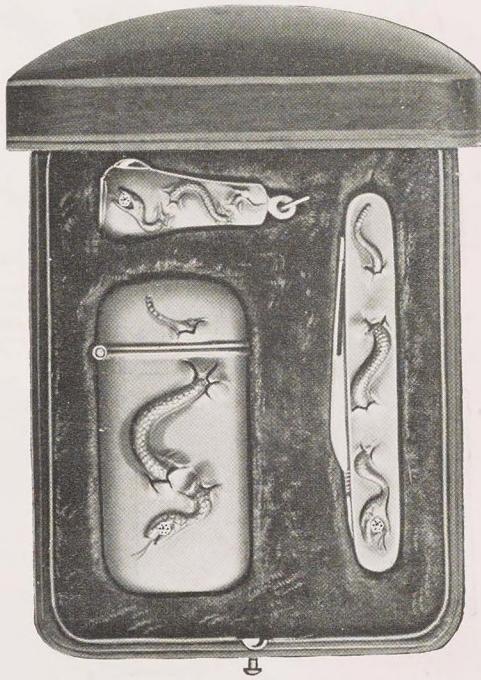
We show here our suggestions for men's gifts, suitable for Christmas, birthdays and other occasions. The superfine quality of these pieces combined with the surprisingly low price will be more apparent from an examination of these pieces than you would even expect from the illustrations. You can remit with order under our 30-day free trial, full refund guarantee. Goods are full size, larger than illustrations.



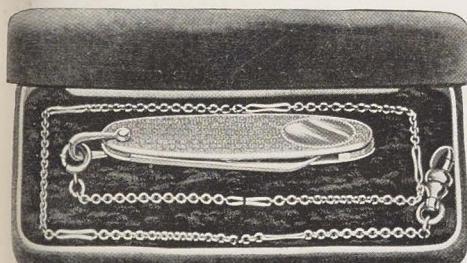
Order No. 4S2753—Finest grade gold filled coat chain, tie clasp, cuff links and scarf pin in case. Guaranteed without time limit by the manufacturer; may be returned for replacement if it does not give the full long wear you are entitled to for the price. If engraving (free) is desired remit with order. Special value.....

\$2<sup>98</sup>

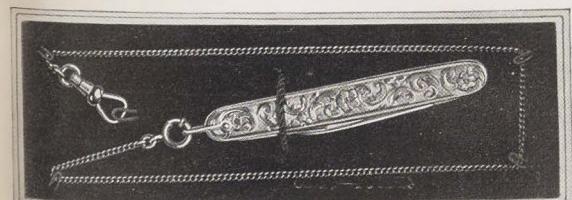
Order No. 4S2754—Same guaranteed quality as above. Scarf pin, cuff links, and tie clasp in gift case. Big value.....

\$2<sup>48</sup>

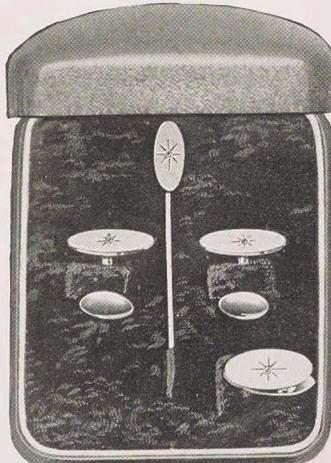
Order No. 4S2757—10 carat solid gold match safe, cigar cutter and knife. Roman finish. Raised serpent design worked out with great beauty and art. Set with 3 perfect cut blue white diamonds. \$34<sup>88</sup> with \$75.00 value. Our price in fine gift case...



Order No. 4S2755—Guaranteed quality gold filled; knife and pocket to pocket chain. In gift case. Double value.....

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Order No. 4S2756—Fine quality guaranteed gold filled pocket to pocket chain and extra quality knife. In gift case. Bargain value

\$3<sup>00</sup>

Order No. 4S2758—Fine quality gold filled set, guaranteed. Cuff links, tie clasp and scarf pin. Each one set with tiny genuine diamond. Gift case free. \$4 value. Our price.....

\$1<sup>88</sup>

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# CHESTS OF SILVER. FINE PIPES



A few popular gifts at money-saving prices. We prepay charges and engrave FREE.  
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4X2832

Floral design,  
R. Wallace 1835  
baby set, in gift  
case also Laurel  
and Blossom  
designs.

\$1.00

Engraved Free.



**Order No. 4X2830**  
Chest of silver shown  
on left. 26 pieces, con-  
sists of half dozen each  
tea spoons, soup spoons  
forks and knives, also  
sugar shell and butter  
knife. R. Wallace 1835  
guaranteed extra sec-  
tional plate. Laurel,  
Floral or Arlington pat-  
terns.

Solid handle knives  
\$13.38  
Hollow handle knives  
\$15.88

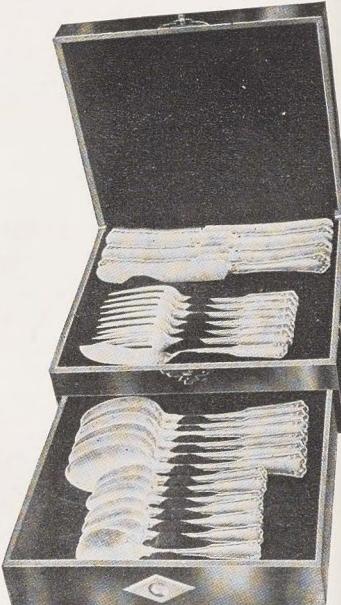
**Order No. 4X2831**  
Mahogany chest, brass  
lock and door pull, lined  
with velvet, 26 pieces  
R. Wallace extra sec-  
tional plate, same as  
above.

Solid handle knives  
\$17.88  
Hollow handle knives  
\$20.88

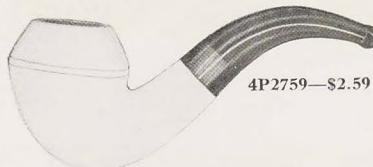
Engraving free. These  
bulky goods are not  
shipped C. O. D.

**Order No. 4X2833**  
Natal baby spoon in  
gift case. R. Wallace  
1835 guarantee. Our  
price

48c



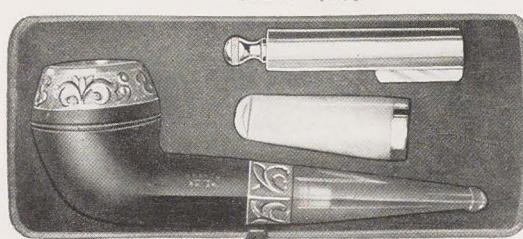
4X2831



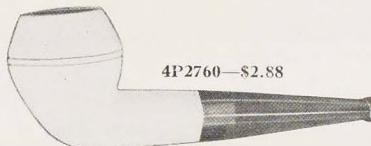
4P2759—\$2.59



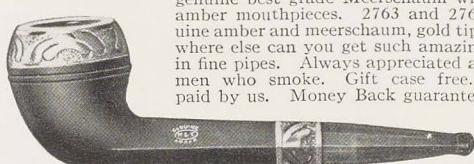
4P2761—\$1.58



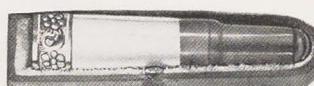
4P2765—\$1.98



4P2760—\$2.88



4P2762—\$1.28



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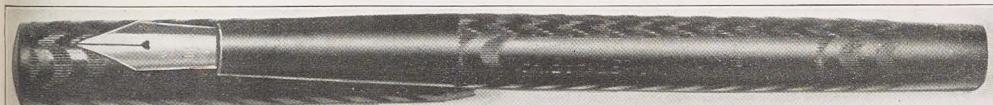
# Amazing Bargains in Fountain Pens

47

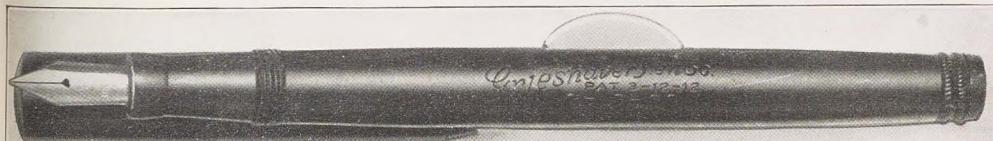
Here at last are the "inside" trade secrets about fountain pens. No one maker has a monopoly on producing the best pens. Vast advertising has boosted prices so that the public has been asked from \$3.50 to \$10.00 for fountain pens. Our prices are 88 cents up to \$4.98. And we guarantee every pen to satisfy YOU or you can have your money back. No better pens made.



Order No. 4P2777—Same quality as any \$3 or \$5 pen on the market. You can't buy a better pen. Try it at our risk. 14 karat gold iridium point. Our price..... **88c**



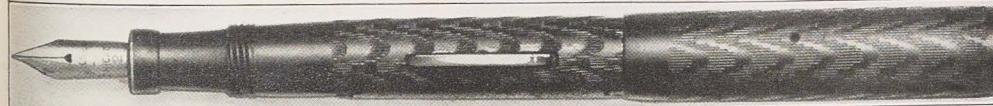
Order No. 4P2778—World's best pen, 14 karat gold point, iridium tipped; No. 2 pen; plain or chased barrel. Guaranteed for three years. \$3.50 value..... **\$1.38**



Order No. 4P2779—Non-leakable. Best self-filler in the world. 14 karat gold pen, iridium tipped. No. 3 pen. \$5.50 value Our factory price..... **\$2.88**



Order No. 4P2780—World's most perfect self-filler. No. 4 solid gold 14 karat iridium tipped pen. A \$5 to \$6 value. Our smashing cut price..... **\$2.98**



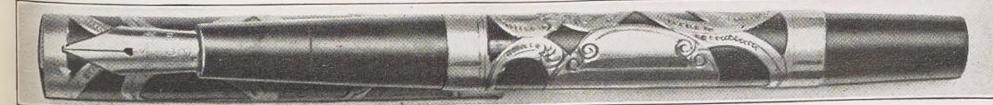
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Order No. 4P2782—Two gold bands, 14 karat iridium tipped gold pen. Plain or chased barrel. \$3.50 value. Our direct factory price..... **\$1.68**



Order No. 4P2783—Colonial design 1-10 18 karat gold engraved ornament. Pen 14 karat gold with iridium tip. \$8 value. Our factory price..... **\$4.38**



Order No. 4P2784—Gold filigree ornament full 1-10 18 karat gold. Pen is No. 3, 14 karat gold with iridium tip. \$10 value. Our price..... **\$4.98**



# Knives and Carving Sets for Gifts

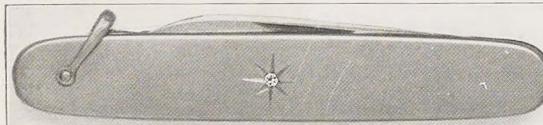
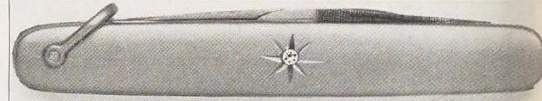


Comparison is the acid test that proves these values real bargains. In most instances our direct selling from factory to you saves you more than half IN CASH. Every piece the world's best quality. Absolutely guaranteed. Remit with order; if not satisfied return for full refund. Engraving is free. We prepay charges. Engraved goods cannot be returned.



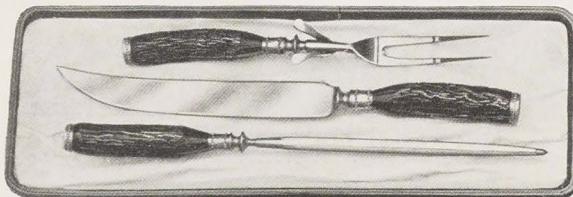
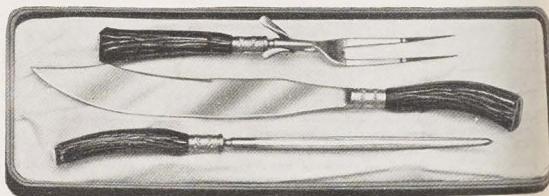
Order No. 4K2786—10 karat solid gold handled pocket knife, 1 blade, 1 nail file, 1 diamond, \$4.88 Roman, big value at our factory price.....

Order No. 4K2785—Thin model knife, two sharp blades and nail file that works. Gun metal or German silver handle. Your name engraved free, makes it hard to lose. \$2.00 value. Our own importation price 98c



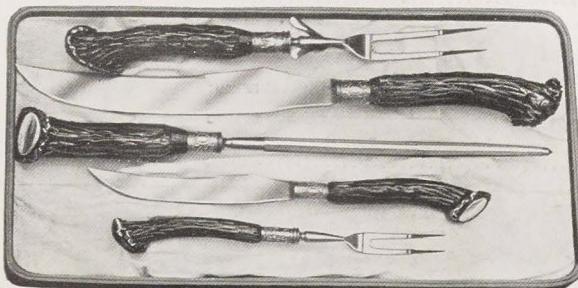
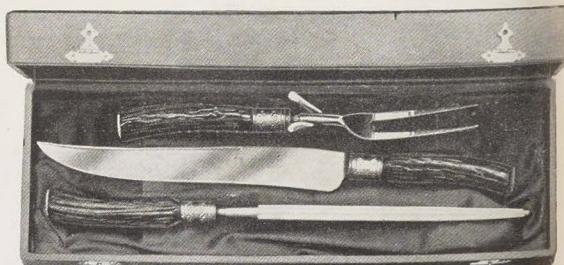
Order No. 4K2787—Gold plated handle, 2 blade pocket knife, 1 diamond. Roman finish. Wonderful value at our factory price..... 95c

Order No. 4C2788—Genuine stag handles, 9 inch Vanadium steel blade hand forged, oil tempered, sterling silver ferrules, 3 piece carving set in silk lined case. A \$6 value..... \$3.00



Order No. 4C2789—3 piece carving set in silk lined case; genuine stag handles, sterling silver ferrules, Vanadium steel hand forged, oil tempered 9 inch blade. \$7.50 value..... \$3.75

Order No. 4C2790—Extra fine quality carving set, 9 inch Vanadium steel, oil tempered, hand forged blade; in gift case as shown, sterling silver ferrules \$4.98 \$8 to \$10 value. Our special factory price



Order No. 4C2791—Combination beef and steak carving sets. 9 inch and 6 inch blades, both of oil tempered, hand forged Vanadium steel. Sterling silver ferrules. In special silk lined gift case. Genuine stag handles. \$12 to \$15 value. Our price..... \$8.35

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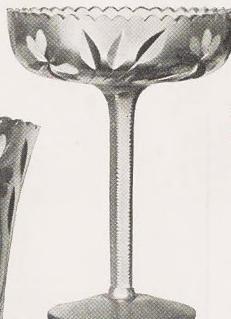
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Order No. 4C2801  
12 inches high. "U. S. A." vase. \$7.50 to \$10 value. Our price, \$4.68.



Order No. 4C2802  
12 inches high. "President" vase. \$10 value, our price, \$5.38.



Order No. 4C2803  
6 inches high, "U. S. A." compote. \$5 value, \$2.88.



Order No. 4C2805—4 pint water pitcher. "President" pattern. Value \$8 to \$10. Our price, \$5.33.

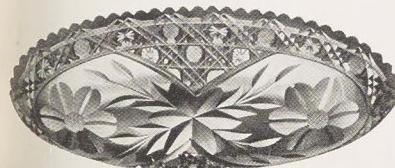


Order No. 4C2806  
"President" pattern spoon holder; our price, \$2.33.

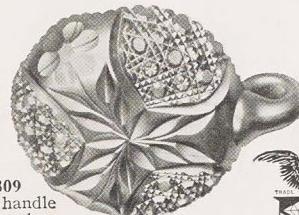


Order No. 4C2807  
"Imperial" bowl, 8 inches diameter Our price, \$5.33.

Hand cut and hand polished from genuine crystal blanks. The heavy brilliant richly cut kind that sells for twice our prices in your own stores.



Order No. 4C2808  
"Imperial" design celery dish, \$5 value. Our price, \$3.88.



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"Imperial" design handle napkin, 6 in. \$3 value. Only, \$1.88.



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Order No. 4C2810  
"Imperial" pattern set sugar bowl and cream pitcher; \$6 value, \$3.88.

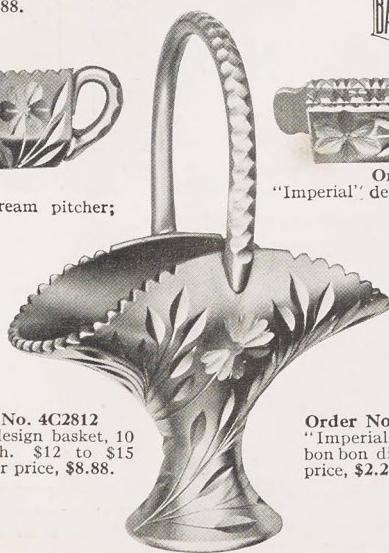


Order No. 4C2813  
"Imperial" design loaf sugar holder, \$2.25.

Order No. 4C2811  
Oil cruet, "U.S. A." design. Special price, \$2.25.



Order No. 4C2812  
"U.S.A." design basket, 10 inches high. \$12 to \$15 value. Our price, \$8.88.



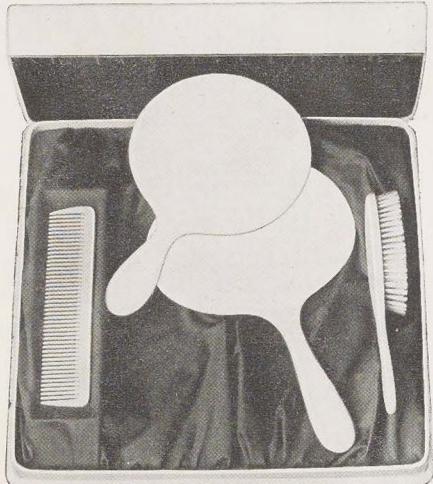
Order No. 4C2814  
"Imperial" design bon bon dish. Our price, \$2.25.





## French Ivory

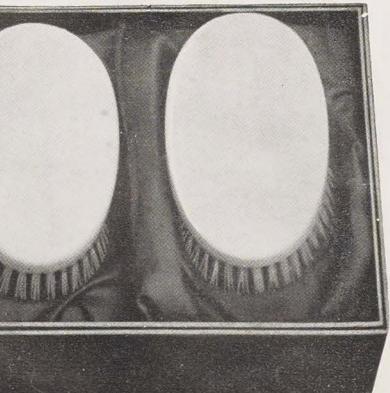
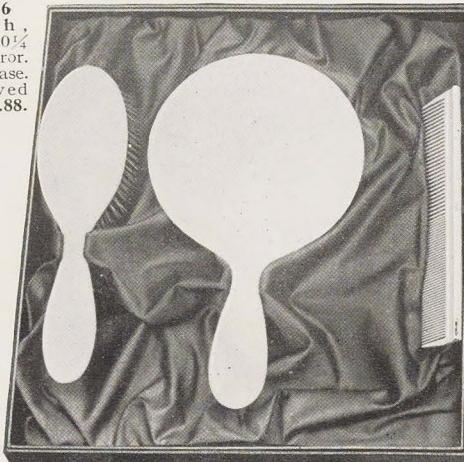
Finest French Ivory in sets. Cases are included free. Engraving Free, in inlaid single letters. Monograms 50c extra, each. Delivery free.



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Brush, comb and round 10 1/2 inch mirror, \$6.88. Brush, comb and 12 inch bonnet mirror, \$8.88.

**4F2816**  
Brush,  
comb, 10 1/2  
inch mirror.  
In gift case.  
Engraved  
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10 inch mirror, brush, comb, powder box, nail buffer, 5 manicure instruments and 2 salve boxes as shown in hinged gift case. A \$20 value for \$10.88. Delivered and engraved free.

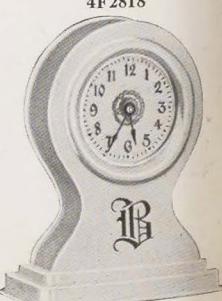


4F2817

Brush, comb and 12 inch bonnet mirror in gift case, \$4.88.

4F2818

French ivory clock with good reliable American movement, wonderful value, \$1.88.



4F2815

Full size best grade military brushes in case. \$7.50 value, \$3.33.

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F1621 75¢  
F1625 23¢  
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Prove to your own satisfaction that the prices we quote here for the best genuine French Ivory is lower by HALF AND MORE than others, retailers, mail-order or wholesalers, ask. We list individual pieces here so you can make up your own sets. Charges prepaid by us. Satisfaction guaranteed or you may return for instant refund.

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F1611—9-inch mirror  
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F1613—8¾-inch brush  
F1614—8¾-inch brush  
F1615—4½-inch military brush  
F1616—6-inch cloth brush  
F1617—7-inch cloth brush  
F1618—9-inch comb  
F1619—7-inch comb  
F1620—4-inch soap box

F1621—7½-inch shoe-horn  
F1622—5-inch powder box  
F1623—Salve box  
F1624—5½ inch nail buffer  
F1625—6½-inch nail file  
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**4B2825**—Gold filled bracelet, richly engraved, size of illustration, 20 years' wear guaranteed. Our price,

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**\$4 88**



**4B2828**

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**4B2828**—Gold filled locket, polished or Roman. Engraved free. Our price,

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versaries, birthdays, graduations and testimonials to lodge and public officers. Of course as an engagement gift nothing but a solitaire diamond will do. Everything popular and fashionable in diamond jewelry will be found on pages 5 to 33. Then we show the best that the world offers in watches and jewelry gifts on the remaining pages.

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## Warranty

*Every article illustrated in this DeLuxe Book of Diamonds is hereby warranted and guaranteed to be of the finest quality and exactly as pictured and described. We guarantee our Diamonds with a bankable Legal Money Back Guarantee contract. See page 6. We guarantee our Watches, Diamond Jewelry and Gold Jewelry under our registered warranty, each piece being numbered and registered in our record books and kept for 25 years in our fire-proof vault. We guarantee safe delivery everywhere. If goods are lost or broken in transit we make duplicate shipment immediately. We case all goods in gift cases of splendid beauty.*

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